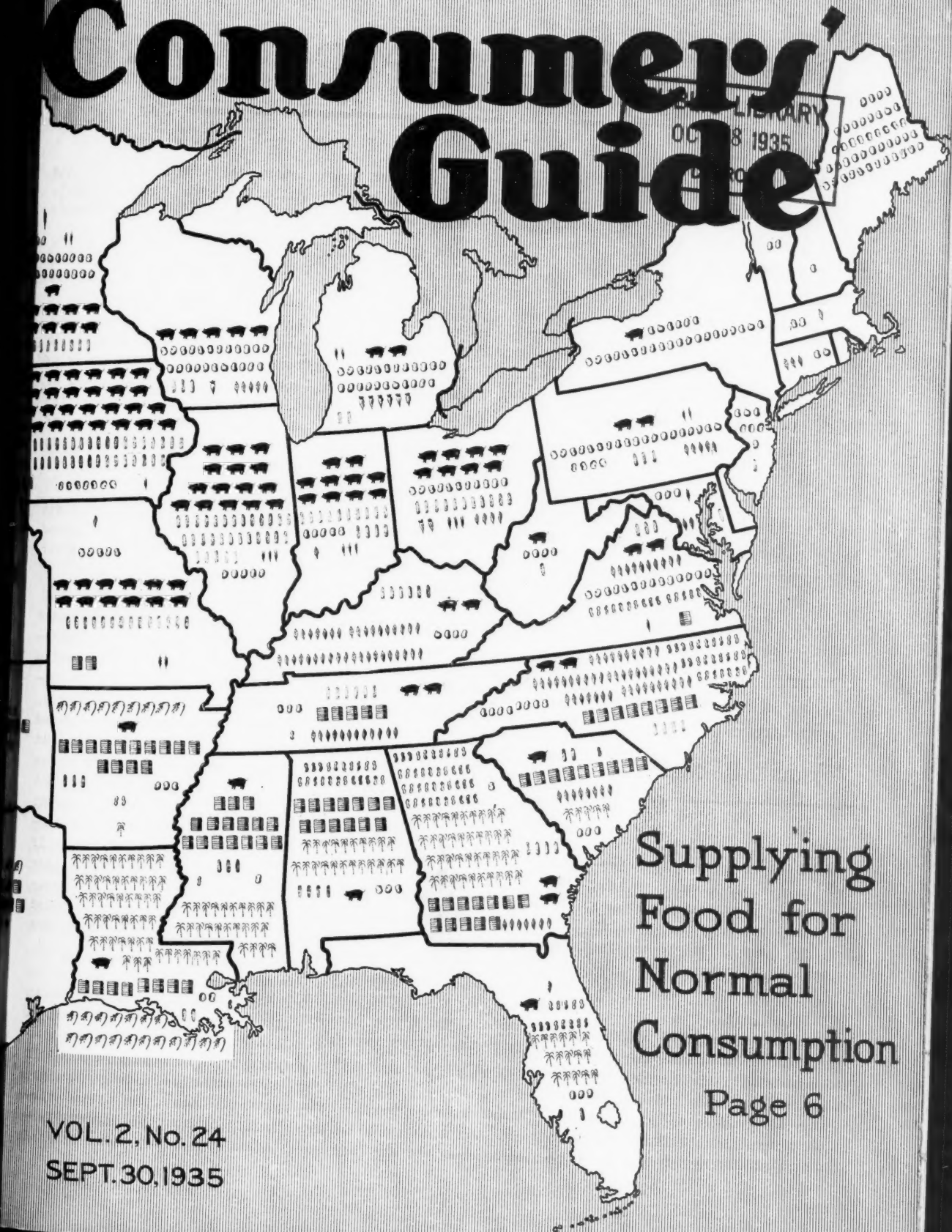


Consumers Guide

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Supplying
Food for
Normal
Consumption

Page 6

VOL. 2, No. 24
SEPT. 30, 1935

CONSUMER QUERIES AND COMMENTS

"A Consumers"
Division is hereby established within the National Recovery Administration, the function and purpose of which Division shall be to stimulate interest in the problems of the consumer, to review public policy in so far as it relates to the consumer, and in general to suggest ways and means to promote larger and more economical production of useful goods and facilitate the maintenance and betterment of the American standard of living."

Franklin D. Roosevelt

C "I'VE read that 'homogenized milk' should be used in schools", writes a consumer in Illinois. "Just what is it and why should it be served especially in schools?"

"Homogenizing" milk means putting it through a machine which blends the cream part so thoroughly with the rest of the milk that the cream cannot rise to the top. Consequently, there is no "cream line." The Bureau of Dairy Industry of the De-

partment of Agriculture has recommended that milk for school children at least should be homogenized.

Consumers who count on using the cream separately, of course, prefer milk with a cream line. But if milk not homogenized is given to children, the lucky child who gets the first glass of each bottle may get most of the cream unless the bottle is carefully shaken. Shaking the bottle has to be long and thorough to mix the cream with the skim milk.

Children who drink milk through straws sometimes leave an important part of the cream behind when they fail to empty their bottles. Scientists have made a study in 16 cities of how much milk was left in school children's bottles. They found that some children "drank them dry." Others left a good deal. The average amount of the "left-overs" was nearly 6 percent of the whole amount served to the child. Further, the milk that was left contained, on the average, 16 percent of the total amount of fat served in the bottle. Butterfat contains much valuable Vitamin A, important to growing children. The fact that the milk and cream were not well mixed in the bottle and the child's straw usually drew from the bottom explained this.

Under average school conditions, the bottles will not be shaken enough to mix the con-

tents thoroughly before the child is served, nor can children be relied on to shake their own.

Solution, according to the Bureau of Dairy Industry, is to have school milk homogenized. Machines have been installed in some dairies. Other dairies would no doubt install them if parents and school authorities demanded it and the volume of milk sold were sufficient to warrant the cost.

C A COLORADO consumer wants to know what the legend "cereal added" and similar statements mean on sausage.

Sausage manufactured under Federal meat inspection regulations must be labeled according to definite rules. If it contains cereal, vegetable starch, starchy vegetable flour, dried milk, or dried skim milk, in amounts up to 3½ percent, it can still be called sausage, but must bear the label "cereal added" or "dried skim milk added," as the case may be. If the content of these substances goes over 3½ percent, the product can no longer be labeled "sausage" but must be marked "imitation."

Water may be added up to the amount of 10 percent in cooked sausage, but only to 3 percent in uncooked sausage. If more water is added, then the product cannot be called sausage, but must be marked "imitation."

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The President's Adviser Takes up Consumer Problems

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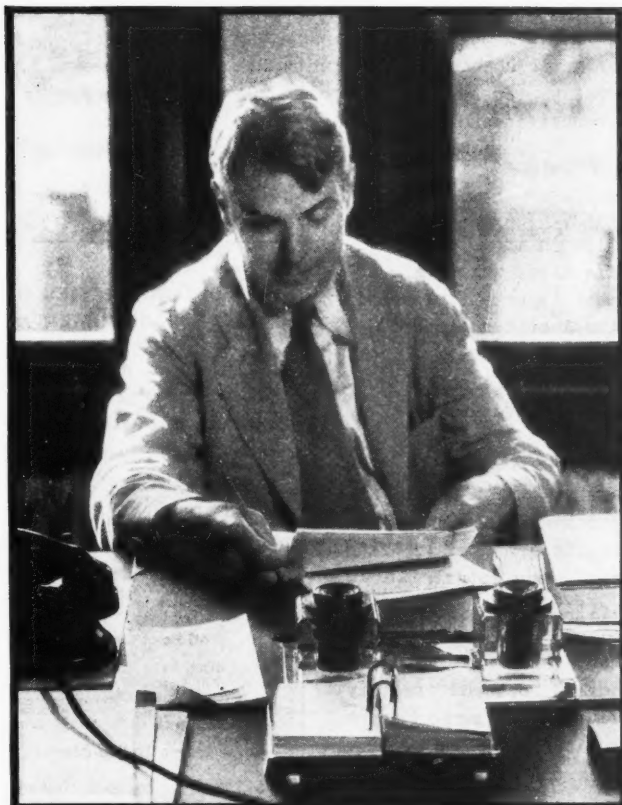
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With the unified strength of three consumer agencies consolidated by Executive Order, Mr. Hamilton sets out to find the 'trouble spots' blocking consumer progress



Walton H. Hamilton, recently appointed President's Adviser on Consumer Problems

"WOULD CONSUMER cooperatives facilitate a freer flow of goods between producer and user? Why do some goods which are already comparatively cheap and available find little market? Could the impediments to wide use be removed and how? Does the average adult consumer of milk get the amount each day which dietitians think necessary to health? If not, what is in the way? Would a measuring rod project such as TVA or an enforcement or a relaxation of antitrust laws bring goods closer within the reach of the consumer?"

QUESTIONS LIKE these make up the agenda of the new Consumers' Division of the NRA, which represents a consolidation of the work of the Consumers' Advisory Board of the NRA, the Consumers' Division of the National Emer-

gency Council, and the Cabinet Committee on Price Policy.

"TROUBLE SPOTS" are the announced targets of Walton H. Hamilton in his triple capacity of President's Adviser on Consumer Problems, Chairman of the NRA Advisory Council, and member of the National Emergency Council representing consumer interest in councils involving Government policies.

FINDING THE trouble spots is the first half of the job set for Mr. Hamilton and his staff. The next step is finding ways around them.

"INFORMED DIRECTION of effort is all-important", says Mr. Hamilton. "It is foolish

to encourage the consumer to waste his energies in haggling with his merchant over the price of an article when the high price is caused by some costly process or procedure along the course of production and distribution."

FIRST INDUSTRIES to come under the searchlight of Mr. Hamilton's trouble shooters are those which take the most important places in the American standard of living—gasoline, tires, milk, ice, shoes, and women's dresses.

"IF THE studies of our research department", explains Mr. Hamilton, "should find that manufacturing of a certain product is efficient, the cost at factory reasonable, and the spread between factory and the retailer's counter jacked up by complex and costly distribution methods, the suggested ways and means toward bringing that product within reach of the consumer—and thereby increasing industrial activities—would obviously be a simpler producer-to-consumer set-up. If in another industry obsolete machinery was still in use and was keeping prices high and consumption low, a totally different device would bring the consumer a lower price and better standard of living—credit extension or some similar method of getting efficient methods of production and, therewith, cheaper goods.

"THE AGENCY is attacking consumer problems", says Mr. Hamilton, "under the broad authority of a Presidential order authorizing us 'to stimulate interest in the problems of the consumer, to review public policy insofar as it relates to the consumer, and in general to suggest ways and means to promote larger and

more economical production of useful goods and facilitate the maintenance and betterment of the American standard of living.'

"CREATION OF the consumers' agency is a single phase of the growing emphasis laid by the Administration on the problems of increased individual buying power, increased distribution of consumers' goods, wider distribution of wealth and redirection of capital into consumption channels instead of wasteful duplication of capital equipment, which must go hand in hand with an increase in industrial activity.

"IN OUR APPROACH to the task assigned us by the Executive order, we emphasize the point that there can be no panacea for the consumer amid the complexities of the modern industrial world, that the problems with regard to every product and the industry behind it are distinct, that suggestions for meeting those problems must be varied as the problems themselves.

"HISTORICALLY speaking, it was not so long ago that the sick were ministered to by the medical equivalent of modern-day panacea economists. The man sickened by toxins from an ulcerated tooth and the man with appendicitis were both given the cure-all and their friends sat around and hoped for the best. In either case the man was unwell, of course, but it was only with the era of individual diagnosis and specific remedies aimed at the 'trouble spot' that medicine and surgery came to heal. An unhealthy industry of low production, high cost, and perforce limited consumption we study with the same eye for the particular 'trouble spot' and the specific suggestion.

SIX ACTIVITIES OF THE NEW CONSUMER AGENCY

1. Inquiries by economists into prices and price-determining structures of specific industries with a view to suggesting means of eliminating those "trouble spots" in production-distribution systems which keep the product out of the consumers' reach.
2. Education of the public to recognize and encourage wider use of quality standards and grade labeling.
3. Studies of the consumers' cooperative movement both here and abroad with a view to making information on organization and administrative methods and difficulties available to American groups interested in cooperative purchasing.
4. Further organization of consumers' County Councils on a nation-wide basis to gather data and distribute educational information on consumers' problems.
5. The recognition of the interests of the consumer in all matters dealing with production, price, and trade practices.
6. Review of current legislation and public policy from the consumers' viewpoint.

"THE WORK of the Consumers' Division is already taking it into richly varied lines of activity.

"TWO HUNDRED County Councils, working under the direction of the agency's field service, are disseminating information on prices, quality standards, consumer cooperatives, and legislative problems, and gathering data for a study of consumers' problems in widely scattered sections of the country; in addition, these Councils keep a finger on the pulse of the consuming public.

"IN WASHINGTON a research staff is studying the factors which determine the price of milk, dresses, ice, gasoline, paper, automobile tires, automobiles, and a number of products of lesser interest to the general consumer but vital to the industrial order. These inquiries deal with the determination of the present prices and the possibility of wider distribution of goods under the existing industrial agencies, but questions of long time policy have the stronger emphasis.

"THE STUDIES consider the possibility that a change in structure might result in more goods for the consumer. For instance, does the average adult consumer of milk get the amount each day which dietitians think necessary to health? If not, what is in the way? Would a new marketing inspection effect the needed change?

"WOULD a measuring rod project such as TVA or an enforcement or a relaxation of anti-trust laws bring goods closer within the reach of the consumer?

"WOULD CONSUMER cooperatives facilitate a freer flow of goods between producer and user?

"WHY DO some goods which are already comparatively cheap and available find little market; and if so, could the impediments to wide use be removed and how? Why do other products relatively useless or even harmful find a market at high prices and would it be possible to raise standards of comfort for John Public by education on the subject of getting the most enjoyment from a dollar's expenditure? Why do some products which are relatively inexpensive to produce appear in the market at a high price?

"WOULD IT be possible to decrease selling costs and increase buying by setting

up standards of quality for consumers' goods which would increase the buyer's knowledge of what he was buying, protect him from diverting an undue portion of his income into the purchase of imaginary excellences, make him less wary of inexpensive but genuine goods?

"IN A world of variety, just how far can standards be used? How can they be prevented from blocking progress or preventing the development of taste?

"SUCH QUESTIONS are posed and studied as each industry presents its individual problem. In short—trouble spots and ways around them will be sought.

"THERE WILL be special studies of the measuring rod principle in price regulation which—as illustrated by TVA—has registered some of the outstanding triumphs of the Administration in consumer stimulation.

"EXAMPLE OF coming researches, the Consumers' Division's inquiry into the price structure of the textile industry serves to show proposed procedure in finding 'trouble spots.'

"PROJECTED RESEARCHES," Mr. Hamilton explains, "will inquire into conditions which affect the quality and retail price of textiles from every angle. They will dig into the efficiency of production methods now in use. If our production techniques indicate a large production and low cost, what stands in the way of a wider consumption and what remedy can be found for it, is the gist of our questions. We will inquire into the effect of comparatively recent changes in methods of production; into the possibility that the spread between cost at the factory and price paid by the consumer might be reduced; into the possibility that new markets may be found for certain types of textiles. Where findings indicate a change, we will, according to the instructions incorporated in the Executive order creating this agency, suggest ways and means of producing at a lower cost and reducing the spread between cost and retail price.

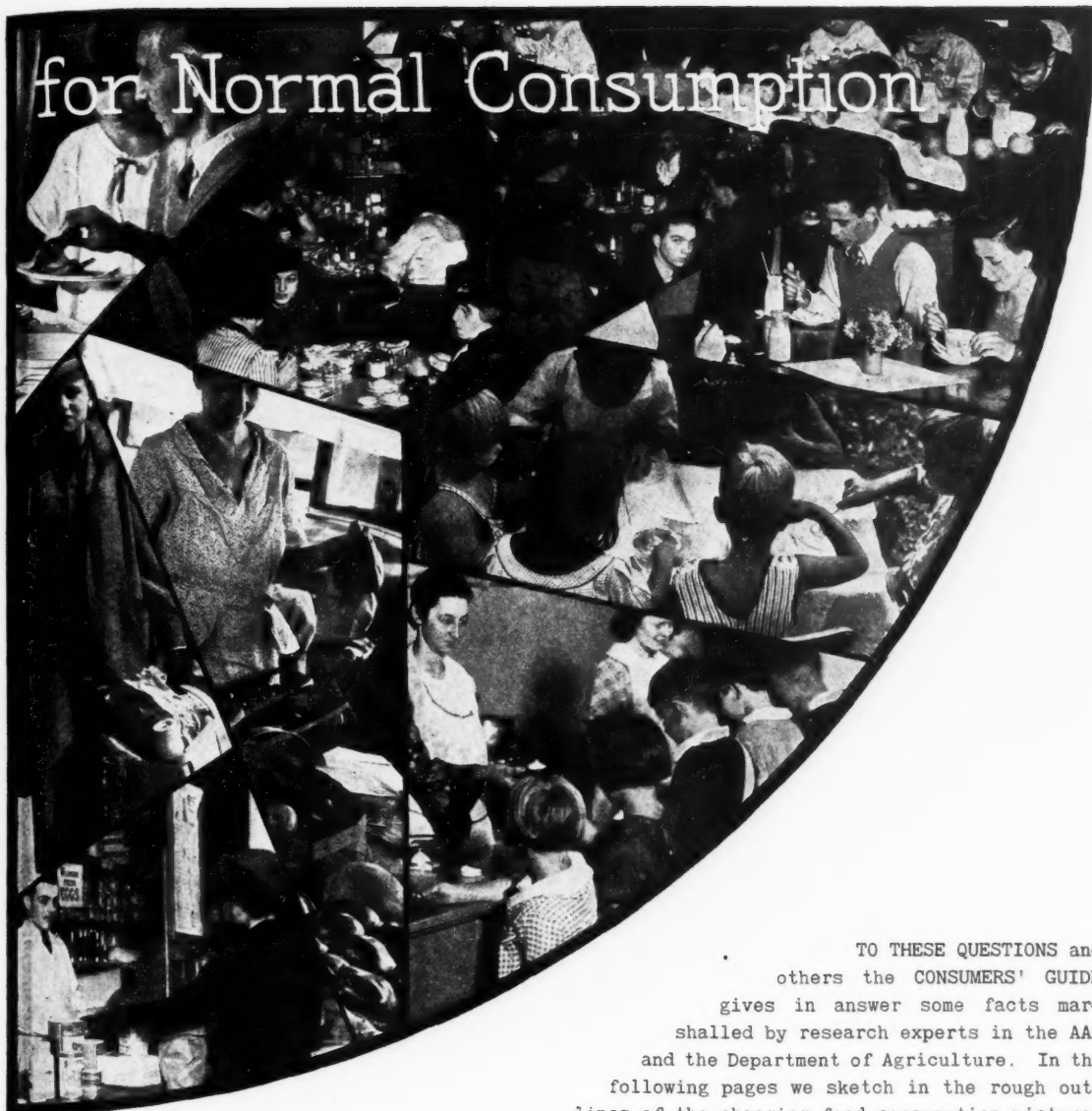
"IF BY SUGGESTING devices for lowering retail costs at any point in the process, cost to the consumer can be decreased significantly, it will mean that a part of the buyer's income will be freed to enter the market for other goods, possibly other textiles, and that fact,

[Concluded on Page 16]

A circular collage of black and white photographs depicting various food production activities. The collage includes a plowed field with furrows, a cow, a man milking a cow, a man harvesting, and a man working in a field. The text "Supplying Food" is written across the top of the collage. The text "Introducing a series of stories on America's habits of food consumption" is written across the bottom of the collage.

IF ALL the food that went into kitchens and such commercial processing plants as canneries and bakeries were divided up evenly among the whole population, each of us would have had about 1,422 pounds a year in the 5 years 1920-24. In the "prosperity" years, 1925-29, our average went up only 50 pounds to 1,474. During the depression, when thousands of families took severe cuts in their standard of living, our national per capita average of food consumption dropped only 20 pounds to 1,454.

DROUGHT has pushed this question of food supply into the front of many minds this year. Consumers feel a food-supply consciousness through high prices of drought-reduced supplies. To farmers the consciousness is natural because supplying food is their business. Today they are realizing that any solution of their business problems must be based on some



for Normal Consumption

TO THESE QUESTIONS and others the CONSUMERS' GUIDE gives in answer some facts marshalled by research experts in the AAA and the Department of Agriculture. In the following pages we sketch in the rough outlines of the changing food consumption picture.

knowledge of what is likely to be needed to feed American people in the coming years.

HOW MUCH of the more important foods do we usually consume in a given year? How do these amounts compare with the amounts which nutrition experts say are adequate for good health? When consumer income falls off, do we eat less food? Are food habits changing so that greater or smaller amounts of particular food products will be demanded in the future than in the present?

MOST ARRESTING fact about changes in the total amount of food people eat from one year to the next is the lack of change. Prosperity may come and go, consumers' incomes rise and fall, yet the total poundage of food America eats goes on almost the same. Take any 5-year period since the war—such as the periods given above—and compare it with any other 5 years in the same post-war period and you will see that there has been remarkably little change in the total per capita consumption of foods.

SUCH AVERAGES tell nothing of the relative amounts of food which poor and rich people have eaten in these periods. They are theoretical averages in the sense that they represent all food sold divided by the total population.

INDIVIDUAL FOODS within the grand total tell different stories. Though foods classified into main food groups kept within a comparatively stable range of volume of consumption, the figures tell tales of swift rises of some foods in public taste and gradual falling off in popularity of others.

CEREAL CONSUMPTION'S downward trend has been noticeable to economists for a long time, showing in figures as far back as 1889. Apparently this decline was halted in the '20's. During the depression when people might have been expected to eat proportionately more of the low-cost sources of energy, the decline in cereal consumption set in once more. Consumption of wheat flour, easily the most important cereal food, apparently increased in the first half of the decade but sagged during the 1930-33 depression years. Rice figured as importantly in average consumption at the beginning of the '30's as 10 years earlier, and cereal breakfast foods seemed to take a gradually larger place in the national market basket from 1924 on, but average consumption of cornmeal declined steadily from 1920. Most of this loss in cornmeal seems to be due to smaller demand from people in cities and villages and not to any lessening of demand from farm families.

POTATOES, another low-cost source of energy, dropped in consumption steadily through the period from 1920 to 1933.

LEAN MEATS, poultry, and fish—piece de resistance of good living to many consumers—decreased in consumption slightly through the decade ending in 1934. Not all meats held to this fairly steady course. BEEF consumption slid off during post-war years while pork apparently picked up, continuing what looks like a gradual shift from beef to pork begun in pre-war days. Poultry and fish consumption, measured as accurately as possible, showed little change in consumer demand from 1924 to 1934.

BIGGEST MEAT eaters seem to be in the West, smallest in the South, where poultry seems

to be a special food attraction. Fish consumption seems highest along the Northeastern Coast.

EGG CONSUMPTION increased about 10 percent during the top years of "prosperity" over the first half of the decade of the '20's. Hard times halted the rate of advance, but eggs kept up a slightly higher average consumption level in 1930-33 depression years than in the previous "prosperity" years.

DAIRY PRODUCTS came steadily into their own with consumers during the nineteen-twenties, started backsliding in 1932, and by 1934 lost considerable ground. Average consumption in the depression years 1931-33, however was greater than in "prosperous" 1925-29 in the case of milk and cream, butter, and evaporated milk. In the case of cheese, ice cream, and condensed milk, it was somewhat smaller.

FRUITS OCCUPIED an increasingly important spot on the national marketing list during the '20's, then lost during the depression much of their gains. This pattern does not apply to each individual fruit. Consumption of citrus fruits stepped up not only during the "prosperous" years but even more during the 1931-33 depression years. Melons moved little one way or another in average consumption. On the reverse side, apples—easily the most important among the fresh fruits—declined at varying tempos throughout the 14 years from 1920 to 1933. Dried fruit consumption showed little change.

CITY CONSUMPTION of vegetables, the group including all but potatoes, followed the same pattern as fruit during "prosperity" years, but unlike fruit held their gains in depression years, 1930-33. Increases in average consumption of asparagus, beets, carrots, cauliflower, celery, lettuce, and peppers, accounted for most of the increases. Potatoes fell slowly and unevenly from favor from early post-war days up to the latest figures.

SUGAR and sirup gained in consumption from the early to the late '20's, dropping sharply during depression years to a lower level than the average for the whole 14 years, 1920-33.

COFFEE, TEA, spices, and such groceries made a small but definite gain in the years

[Concluded on Page 17]



Charting the Course for better Cheese Consumers

Learning to choose among the many
tempting types of cheese means learning
the route to treasure in taste and food value

TASTE AND food value are the twin pots of gold at the end of the route of cheese consumption. And because cheese is a concentrated food, these pots are packed full of good measure for your money.

TEN POUNDS of milk go into every pound of cheese that is manufactured—and with them most of the constituents which make milk so necessary and valuable a food. Most of the milk solids of the original milk are represented

in cheese. Some of the lactose, some of the protein, and a part of the vitamin and mineral content go into the discard with the whey or liquid residue from cheese making. Even counting these losses, cheese remains an excellent source of protein, like meat and eggs, for building body tissue, of certain vitamins for the general good of the body, and of calcium and other minerals vital to good straight bones and strong teeth. Five ounces of American Cheddar cheese are usually accepted as the equivalent to

the food value of one quart of fluid whole milk. And at the same time cheese varies your diet with stimulating flavors not to be had from any other food.

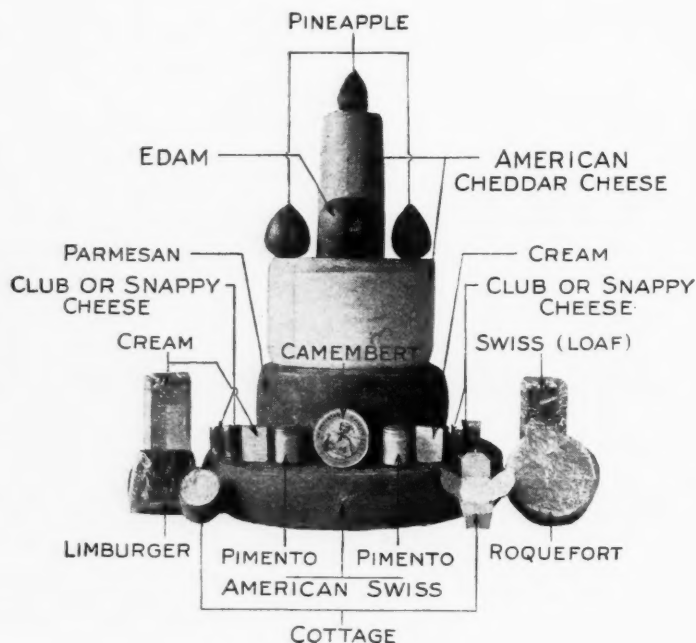
EIGHTEEN VARIETIES cover the list of basic kinds of cheese. But by name there are 400, most of these names being of local origin, usually named after towns or communities. Europe, of course, leads in variety and production, as well as consumption of cheese, but many types are made in the United States and a few are American in origin.

MILK used in cheese manufacture is one determination of the type of cheese produced. Cow's milk is the basis for most cheese, but goat's milk and sheep's milk are called for in producing certain distinctive cheeses. Even buffalo's milk is used for a little-known Italian cheese.

WHOLE milk and skimmed milk form the base for different cheeses. Whole milk cheeses are good sources of Vitamin A. Best known whole milk types are Cheddar, limburger, brick, cream, Roquefort, Swiss, and Camembert. Cottage cheese is a skimmed milk product.

EUROPEANS TAKE more advantage of this bargain package of nourishment than do Americans. The average Swiss citizen eats 16 pounds, the German 10½, and the Britisher 8½, while the average per capita cheese consumption in America is only 4½ pounds per year. Naturally, these countries whose cheese consumption is high produce a great deal more cheese. The taste of the country is not the only reason. Cheese making requires the cooperation of nature.

Climate should be of a certain brand. Bacteria or "molds" necessary to the characteristic ripening of different cheeses apparently thrive better in Europe and favor European cheese making. Cheese fanciers will be glad to know, though, there are artificial ways of duplicating these European conditions in this country. Two things stand in the way of these artificial means becoming generally used here—cost and the cheese consumer's preference for an imported label.



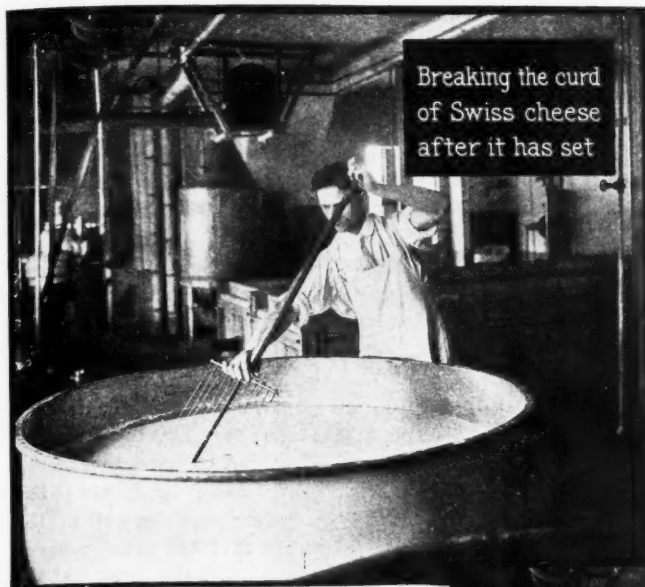
CHEESE

age has much to do with the flavor of certain varieties. Roquefort, famous sheep's milk cheese, requires 5 or 6 months' aging and it will keep indefinitely. Contrariwise, cream or Neufchatel type cheese requires only 5 or 10 days' aging and is best eaten within a few days after its manufacture.

AMERICAN CHEESE is far and away the favorite of the cheeses made in this country. In

1930 we produced more than 3 times as much of it as of all other kinds combined. American cheese is really Cheddar cheese—named for the English village where it has been made for over a hundred years. Strictly speaking we should call ours "American Cheddar." It is made in various sizes, from 10 to 80 pounds in weight. Each size has its special name such as "Daisies", "Long Horns", "Flats", but the quality is the same.

FLAVOR AND texture of American cheese depend on several things: The kind of milk used, the way it is handled, the length of time and temperature at which it is cured.

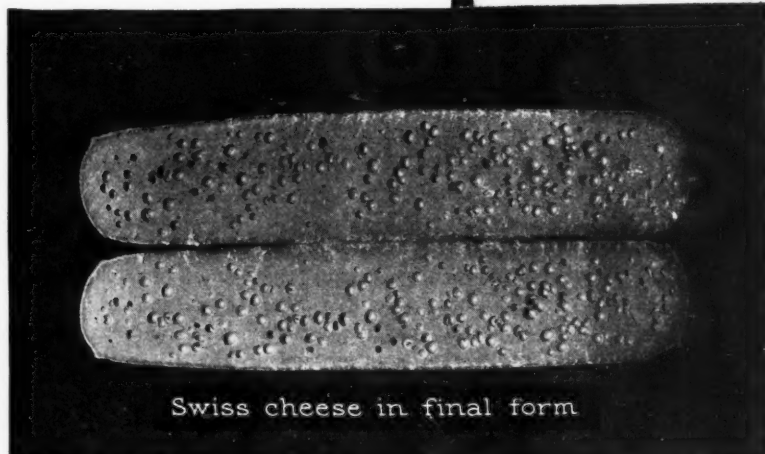
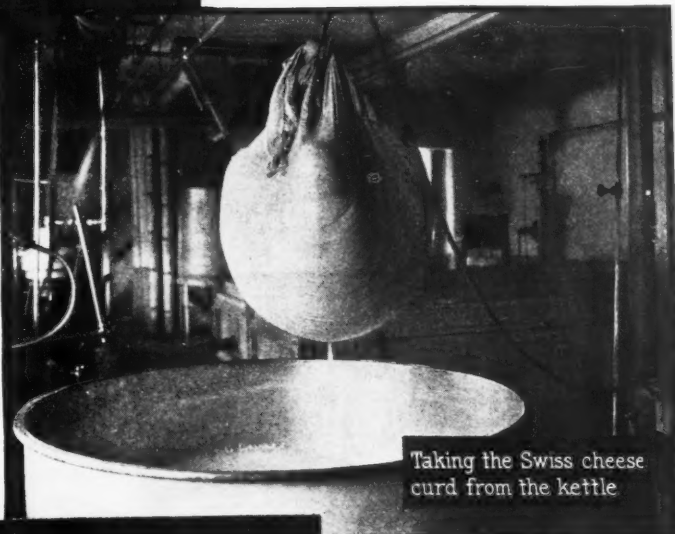


SAMPLING IS your best guide to flavor. If you are a cheese lover it takes only a crumb to tell you all. "Sharp" cheese is simply American that has been allowed to age from 8 months to a year. Mild-flavored American is anywhere from 4 to 7 months old.

FULL DIRECTIONS can be acquired by consumers with technical ambitions in the direction of making American cheese from the Department of Agriculture publication "Making

American Cheese for Home Consumption." Send 5 cents to the Superintendent of Documents, Washington, D. C. and ask for Farmers' Bulletin No. 1734.

PINEAPPLE CHEESE, so called from its shape, is really a form of American Cheddar. It has a slightly different flavor from American and is more expensive. It is cooked at a higher temperature and consequently requires a longer time to cure. Any cheese which requires a longer time to cure usually sells for a higher price. Pineapple cheese has less moisture than American and gives consumers a slightly higher percentage of fat.



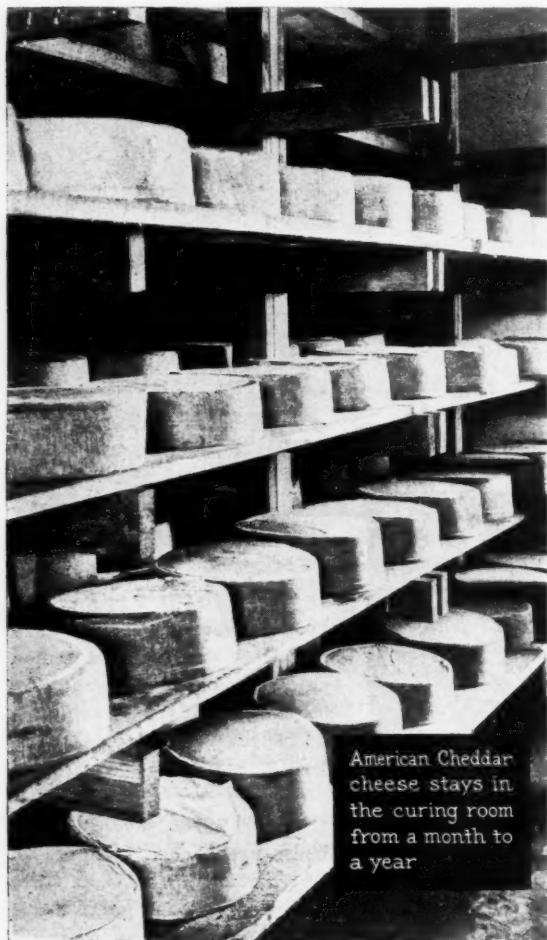
MOST PINEAPPLE cheese consumers use it as a spread. To conserve it to the end, remove the top and dig the cheese out as it is needed, replacing the top between times.

BRICK AND Munster cheese are second to American in quantity produced. This type is like a soft Swiss cheese, its flavor strong and

sweetish. The texture should be elastic with many small round eyes or holes. About 2 months are required for it to mature. Look for a well squared-up piece of a pale yellow color when you are buying brick cheese. If it is beginning to flatten out it will probably be too soft to please you.

CREAM CHEESE, mild-flavored popular product in the 3-by-2-by-1-inch tinfoil package, is third in volume of American cheese production. Best when fresh, it calls for icy storage.

MILK FOR cream cheese, according to Federal standards, is enriched with added cream. The cream is thickened and allowed to drain for about 4 days. Then it is salted and molded. In a few days it is ready for use. Exceptionally rich among cheeses, not less than 65 percent of the solids must be milk fat. Cheddar is



American Cheddar cheese stays in the curing room from a month to a year

required to have not less than 50 percent of fat in the solids.

DETAILS OF the process of making these practical home-manufactured types of cheese are in "Neufchatel and Cream Cheese", for sale at 5 cents as Farmers' Bulletin No. 960, from the Superintendent of Documents, Washington, D. C.

COTTAGE CHEESE, sometimes confused with cream cheese, is made from skim milk. While it has very little fat and is therefore low in fuel value, it is an excellent and inexpensive source of protein, of Vitamins B and C, and of calcium and other minerals. It presents unlimited possibilities for filling the gaps in the milk quota as it can be used in numerous ways—in salads, sandwiches, or plain. Some people like it with sugar and served in this form it can occasionally fill the place reserved for sweets in the menu. Others like it with cream. Cottage cheese is often sold with indefinite amounts of cream added. The labeling "creamed" cottage cheese, is intended to distinguish this product. It can even be used as the basis for a main dish of a meal. Not only does it supply nourishment but it helps reduce expense and has a definitely "come-hither" quality.

SIMPLEST CHEESE of all to make at home, cottage cheese, is a practical ending for milk accidentally allowed to sour. Directions are given in Farmers' Bulletin No. 1451—"Making and Using Cottage Cheese in the Home", which may be bought from the Superintendent of Documents in Washington, D. C. for 5 cents.

SWISS CHEESE takes fourth place in U. S. cheese production. In the past we imported half of all the Swiss cheese we ate. Now we import only a fourth. Only recently have we learned how to make Swiss with all the characteristics of the imported variety.

OFFICIAL NAME for Swiss is Emmentaler, for the Canton of Emmenthal in Switzerland, where it was first made. One hundred to 220 pounds is the average weight of a Swiss cheese. They are usually round and flattish—3 to 4 feet across and 8 to 10 inches thick. Holes in Swiss cheese of first quality are fairly regular in spacing and shape. They vary from the size of a nickel to that of a half-

dollar. Tiny cracks indicate too high fat content but do not usually affect the flavor of the cheese. Pin holes are a sign of poor quality and often a bitter taste.

CURING SWISS cheese takes from 6 to 10 months in Europe and 3 to 6 in the United States. When ready, it has a hard rind and will keep indefinitely. It is better to buy it in small quantities as you use it, unless you have room for a sizable segment of the whole cheese, as it dries out quickly after being sliced.

LIMBURGER—fifth in popularity—is named for the Belgian town of Limburg where it was first made. Wisconsin and New York make practically all the limburger in this country and such good limburger that we no longer import any at all. The strong characteristic odor of this cheese has made for it many enemies. But once this barrier is passed, the cheese has a surprisingly mild and subtle flavor, delightful to many. It is a small cheese—about 6 by 6 by 3 inches, weighs around 2 pounds, and is soft and runny when ripe. You will find it on the market only in the fall and winter, as it is rather perishable. Keep it on ice in an air-tight tin, if possible.

ROQUEFORT CHEESE, imported from France, is popular with after-dinner nibblers and with those discriminating dabblers in hors d'oeuvres and salad dressing. Made from sheep's milk, with or without the addition of a small proportion of cow's milk, it requires 5 or 6 months' ripening. The mottled green appearance which gives it that Roquefort look when fully ripe comes from inoculation of a special mold—*Penicillium roqueforti*. For the last 15 years, the Bureau of Dairy Industry of the Department of Agriculture has made American

or domestic Roquefort successfully from cow's milk and is cooperating with various state agricultural colleges and commercial concerns in their experiments.

COLD STORAGE in a covered container insures Roquefort's keeping qualities. It can be kept indefinitely.



Consumers can buy cheese by Government grade

Parmesan cheese, put out by large cheese manufacturers. It is a good idea to buy just what you need of this, as it is fairly expensive and is likely to dry out after the container is opened.

CAMEMBERT from New York and Wisconsin has almost replaced the imported cheese. Made from cow's milk, it is allowed to cure from 4 to 6 weeks. When ready to eat, it is soft and creamy inside a stiff crust which is either the best part of the cheese or the discard depending on which side of the age-old Camembert controversy you take. Some other varieties of cheese, formerly imported, are being replaced by domestic brands.

ITALIAN TYPE cheeses of the mild, soft kind are produced more extensively in California than in any other State. Wisconsin and New York—next in volume—produce less than half as much.

PARMESAN cheese is the sine qua non of Italian spaghetti. What we use in this country is practically all imported. Parmesan is very hard and will keep for years. Practically impossible to cut, it can be broken and grated easily if properly made. Some grocers and delicatessen stores now sell small waxed paper or cardboard containers of grated



Washing and salting Swiss cheese during the curing process

PROCESS CHEESE is the name given to all reworked cheese. A recent product, it has taken an important place in the industry. Under it come the soft cheese sold under brand names, usually wrapped in tinfoil, in small cartons. American Cheddar, Swiss, brick, and Roquefort may all be processed. Processing consists in general of grinding up the cheese, cooking it with solutions of certain salts which prevent fat separation, and pouring it into containers to "set."

FLAVOR AND texture of process cheese depend on the age of cheese used and the time it is cooked. If American Cheddar, for instance, in more than 7 months old, experts say, the process cheese will be grainy. If less than 4, it will be rubbery. Thirty-seven to 40 percent moisture is best for slicing. With less, the cheese breaks, with more it sticks to the knife. Though processing does not take away food value from the cheese used, there is proportionately less cheese in a pound of the processed product which is made up partly of the emulsifying salts added to the original cheese.

CANNED CHEESE is a new way of marketing natural American Cheddar and Roquefort—this last in small quantities. Cans with air vents allow the cheese to continue maturing and prevent the formation of a rind. Sizes sold are 1-pound, 2-pound, and 12-ounce round cans for home consumption, and a 5-pound oblong shape for sandwich shops.

LEGAL STANDARDS for some types of cheese have been established by the U. S. Department of Agriculture. American Cheddar must contain no more than 38 percent moisture. Other cheese standards are described in "Definitions and Standards for Food Products", a free pamphlet available from the Food & Drug Administration, Washington, D. C. Ask for Service and Regulatory Announcement, F. D. No. 2.

VOLUNTARY GRADES have also been set up by the Department of Agriculture for American cheese. A few manufacturers have taken advantage of this presentation of the quality values of their cheese to the consumer. To be sure of the grade when buying cheese, look for the grade mark on the rind or on the can. 93- and 92-score mean first qualities.

WISCONSIN PRODUCES most cheese in the United States. Since 1910 it has been the leading State and in 1930 Wisconsin alone produced almost twice as much American Cheddar as the rest of the country combined. In Plymouth, Wisconsin, is the principal cheese exchange where wholesale prices for American Cheddar, domestic Swiss, limburger, and brick cheese are established every week. Two more cheese exchanges are located in New York City and Chicago.

FARMERS RECEIVED 74 million dollars for the 5 billion pounds of milk which went into cheese production in 1930. In 1935, according to present estimates, they will probably sell about 3.8 billion pounds of milk for cheese making.

[Concluded on Page 17]

Consumer-Farmer Briefs from Washington

MILK PRODUCERS as well as families on relief benefit from purchases of dairy products by the Agricultural Adjustment Administration. A purchase program was begun in August 1933. From that date until September 12 of this year relief families have received, through distribution by the Federal Surplus Relief Corporation, 63,163,429 pounds of butter, 17,970,382 pounds of cheese, 8,324,280 pounds of dry skim milk, 37,595,984 pounds of evaporated milk, at a total value of \$20,350,131.60. Already purchased and still to be delivered are 8,258,414 pounds of butter and dry skim milk at an estimated value of \$1,189,282.45. Special appropriations by Congress and advances from the Treasury under the terms of the Agricultural Adjustment Act have made possible the purchase and distribution of these important dietary items. Abnormally large, price-depressing storage stocks have been reduced and a considerable degree of stability has been restored to the market for these products.

AAA

HONEY CONSUMERS can hereafter walk into their favorite grocery stores and ask for a 12-ounce jar of California Orange Blossom Honey with the comfortable assurance that the pretty glass jar will contain exactly 12 ounces of Orange Blossom Honey, ten-tenths orange blossom—not one-tenth orange blossom, two-tenths clover, and seven-tenths a mixed bouquet. The new honey standardization law in California which went into effect September 15 requires that when honeys are blended the label must state that the contents are blended and shall not be marked as being from a particular floral source. Containers have been standardized by weight and no longer will consumers be deceived by packs which appear to be a size that would contain

much more honey than they actually do. The law sets up restrictions against deceptive packs, displays, blending, labeling, and other devices which might be and have been used by unscrupulous persons and firms to deceive or defraud consumers. The California law protects those consumers who like their honey from the comb by requiring comb honey to meet definite standards, and be classified, graded, packed, and marked according to the grade color classification, packing, and marketing requirements specified by the Pure Food and Drug Administration of the U. S. Department of Agriculture. California Fancy, California No. 1, and California No. 2 are the three classified grades of extracted honey.

AAA

SWEET CORN growers in Pennsylvania are getting rewards for better corn sold to the canning industry, according to the Pennsylvania Bureau of Markets. The bureau says that experimental work along this line has been done before in Pennsylvania but that the actual purchasing of corn on the basis of United States standards has never been attempted until this year. Quality is determined by the inspector in accordance with the official grades and the grower is paid for the grade represented. This first grading of sweet corn under Federal standards by a State licensed inspector in Pennsylvania, started at a Columbia County cannery in August, marks another milestone on the road to simplified and economical shopping for the consumer, better returns to the grower. Although these grades do not go all the way to the consumer, this is a first step in that direction. An upward spiral should be the result of consumers' increased appetites for good corn and growers' efforts to grow that good corn for the cash premiums in store.

"FRESH EGGS" is a sign which assumed new significance in Massachusetts on September 20 when a "Fresh Egg Bill" went into effect. This bill makes it illegal to designate any eggs as "fresh" unless they come up to a certain standard of quality. The Massachusetts law does not restrict the use of size terms but hereafter egg consumers in that State may expect eggs labeled "fresh" to have clean, sound shells; firm, clear whites; yolks not plainly visible; air cells not more than $\frac{1}{4}$ inch in depth; and no visible germ development.

EGG STANDARDS became law in California on September 15. In this State eggs will be graded as Specials, Extras, Standards, and Trades, and will have four weight specifications—Large, averaging 23 $\frac{1}{2}$ ounces to the dozen; Medium, averaging 20 ounces to the dozen; Small, averaging 16 ounces to the dozen; and Peewee, including eggs weighing less than 1 $\frac{1}{4}$ ounces each. Eggs which are not "Large" in size and "Extras" in quality must be definitely labeled or placarded as to the quality and size with which they actually comply.

The President's Adviser Takes up Consumer Problems

[Concluded from Page 5]

of course, will be reflected in increased activity in manufacturing centers as well as in a higher standard of living for the general public. The latter phase, of course, is our primary interest.

"CLOSELY ALLIED to the work of the research division is the work of studying public policy and its effects from the viewpoint of the consumer. This involves study of most of the legislation before Congress and a great deal of legislation in the States, for it is rarely that a law affects commerce without vitally involving the consumer. Some of the results of such work I shall carry direct to the White House in my capacity as the Executive's Adviser on Consumer Problems.

"A PUBLIC intelligence staff is charged with the duty of making the results of these researches and studies known to consumers through news mediums and through the County Councils.

"IT IS intended further that the interests of the consumer should have full consideration in the councils of industry.

"IT HAS been pointed out that although hearings before Congressional committees, trade practice boards, and similar agencies, have long recognized the right of both labor and capital to a voice, the other party to the action, the consumer of the product, has not always been heard.

"IN HELPING the consumer obtain consideration of his problems, we emphasize the importance of making the consumer's efforts at bettering his lot cooperative with and supplemental to the efforts of other elements in industrial and merchandising circles striving for greater volume.

"THE ENERGY of the consumer, his power, must be concentrated at the point where it will do the most good, and allied with those interests which are equally concerned with efficiency and expansion of production. The aim is increased consumption, not a blind, semi-envious assault on either prices or profits.

"WE REITERATE the fact that our function is neither punitive nor inquisitorial, but advisory. We are not a pressure group. We do not regard ourselves as party to a tripartite fight among labor, capital, and consumer for the lion's share of the benefits of industry. We are not interested in beating down prices at all costs. We are not interested in subsidizing the consumer to the detriment of a fair wage and an opportunity for profit. The consumer is not a personage apart; an increase in a wage which is too low—resulting in increased consumption—is as much the consumer's interest as lower costs; the consumer's interest is simply the public interest."

CONSUMERS WILL be interested to learn not only of the broad general outlines given above, but also the specific news of the publication which will be issued by the Consumers' Division. Titled "The Consumer", it is a bi-weekly successor to "Consumer Notes." It will lay special stress on problems of public policy, legislation, industrial organization, and judicial decision which affect the consumer and his interest. Write to the Consumers' Division, NRA, Washington, and ask to be put on the list to receive this latest consumer publication free every 2 weeks. Other material which will be available to consumers includes pamphlets on consumers' simple tests of quality, consumers' co-op organization and on the progress made and expected in establishment of standards and uniform labeling.

SUPPLYING FOOD FOR NORMAL CONSUMPTION

[Concluded from Page 8]

covered. The same holds for beans, peas, and nuts, while fats stood during the 1930-33 depression years at almost the same level of consumption as in 1920.

INTERESTING SIDELIGHT on this first sketch of changing American habits of eating is the possibility that the trend of America's consumption of many food groups is in the direction of the amounts of food prescribed by nutritionists as acceptable from the point of view of health. Using Dr. Stiebeling's "Diets at Four Levels of Nutrition and Cost", we can measure past consumption from the point of view of nutrition authorities.

IN MILK

consumption, our recorded gains, while leaving us far down between the amount of dairy products required for the lowest "restricted" emergency diet and those for the "adequate diet at minimum cost", would seem to point—since they are gains—toward the more generous diets from the nutritional point of view. Still, average consumption in 1920-34 was well under the requirements for the latter diet.

LOWER COST diets naturally call for larger amounts of cereals and bread than the higher cost diets. Our actual consumption in 1920-33 was very close to the amounts called for in the "adequate diet at minimum cost."

OUR FRUIT and vegetable consumption had come up before the depression to a per capita figure well above that called for in the "adequate diet at minimum cost." For the whole 1920-34 period it stood midway between the minimum and moderate cost adequate diets.

OF SUGARS, we still eat more than is called for even in the "liberal diet" which takes no account of pleasure spending but budgets the food expenditures on the basis of their most needed nutritional returns. Our decrease in sugar consumption since the depression, which has more than wiped out the gains of the prosperous years may indicate more than a temporary trend away from this high quota.

A TABLE SHOWING WHICH WAY FOOD CONSUMPTION HABITS HAVE GONE:

Commodity or group	Average per capita consumption per year by periods			
	1920-24	1925-29	1930-33	1920-33
	Pounds	Pounds	Pounds	Pounds
Cereal products.....	228	229	221	226
All potatoes.....	172	162	154	163
Sugar and sirup.....	110	116	109	112
Dairy products:				
Milk and cream ²	315	335	349	332
Manufactured.....	43	47	45	45
Fruits:				
Fresh ³	173	186	176	179
Dried.....	6	6	6	6
Vegetables ⁴	142	157	158	152
Lean meats and fish.....	135	132	130	133
Eggs.....	23	26	27	25
Beans, peas, and nuts.....	14	15	16	15
Fats (except butter).....	45	46	45	45
Beverages, spices, and chocolate ⁵	16	17	18	17
Total food.....	1,422	1,474	1,454	1,450

¹ Consumption of foodstuffs in terms of weight sold in retail market.

² Whole milk and cream in terms of whole milk.

³ Fresh and canned fruit in terms of fresh fruit; watermelons and cantaloupes included.

⁴ Consumption of fresh and canned vegetables per urban inhabitant in terms of fresh vegetables. Data for production of farm gardens not available.

⁵ Includes coffee, tea, spices, cocoa, and chocolate.

IN FAT

consumption our trend is actually above and beyond the quota of fat called for in the "liberal diet" which has the highest fat requirements of the four diets.

LEAN

MEAT, fish, and egg consumption during the 14 years 1920 to 1933 averaged relatively high in the diet schedule, almost half way between the "adequate diet at

moderate cost" and the top level of the "liberal diet."

CONSUMPTION ESTIMATES are difficult and doubtful at best, but those Government experts who know best the doubts and the difficulties believe these glimpses of our past and present eating tendencies to be suggestive of what we may expect in the future.

Better Cheese Consumers

[Concluded from Page 14]

CHEESE REPRESENTS the destination of only about one-twentieth of the milk produced in this country, yet the farmers' stake in cheese production is bigger than a first glance at milk production figures would indicate. Prices of all dairy products are so closely interdependent that a rise in cheese consumption almost inevitably stimulates the dairy business in general and results in greater returns to farmers for milk sold for all purposes.



FOOD PRICES in early September continued the moderate rise which started about the end of July. The Bureau of Labor Statistics report indicates a gradual increase from a level of 121.3 percent of 1913 on July 30, to 123.9 percent on September 10, or an advance of a little over 2 percent in a period of 6 weeks. This increase is a normal seasonal movement for this time of the year. The upward movement from July to September was just about the average increase which has previously occurred during those months.

A STUDY of the changes in prices of individual foods during the 2 weeks ended September 10 indicates that there was no consistent upswing. The greatest increase was a rise of about 5 percent in egg prices which is normal at this time of the year. Lard and other fats and oils also continued to rise moderately but there was very little change in prices of most other foods. White bread which was reported on August 27 to have dropped 0.1 cent a pound from the previous report regained the drop by September 10 and was again reported at 8.3 cents where it has been practically ever since last November. Prices of meats as a group were practically unchanged from August 27 to September 10. Although lamb and hen prices continue to go up, the increase was practically offset by small increases in prices of several cuts of beef and pork. Butter and cheese also advanced during the period of 2 weeks but prices of evaporated milk dropped slightly. Fruit and vegetable prices were irregular with several increases and decreases. In general fruits and vegetables are very inexpensive this year and most fresh and canned fruits and vegetables are selling below prices of a year ago.

IT IS still not too late to can many kinds of fruits and vegetables but the season will not last very much longer. Buying in quantity may sometimes make canning an economy,

CHANGES IN CITY RETAIL PRICES

Kind of food	Sept. 11, 1934	Aug. 27, 1935	Sept. 10, 1935	Change in year	Above or below September 1929
Dairy products:	¢	¢	¢	%	%
Milk, qt.....	11.5	11.7	11.7*	+1.7	-2.6
Cheese, lb.....	24.4	25.3	25.6	+4.9	-12.3
Butter, lb.....	32.9	31.3	32.3	-1.8	-22.5
Beef:					
Round steak, lb.....	30.8	37.0	36.9	+19.8	-9.2
Rib roast, lb.....	24.3	30.1	30.0	+23.5	-7.5
Chuck roast, lb.....	18.3	23.3	23.4	+27.9	-7.3
Pork:					
Chops, lb.....	32.4	39.5	38.9	+20.1	-1.8
Lard, lb.....	14.4	21.8	22.1	+53.5	+3.6
Whole smoked ham, lb.....	26.2	34.6	34.9	+33.2	—
Lamb:					
Leg of lamb, lb.....	25.5	27.3	28.2	+10.6	-11.3
Breast lamb, lb.....	10.8	13.0	13.6	+25.9	—
Square chuck, lb.....	18.8	21.3	22.2	+18.1	—
Poultry and Eggs:					
Hens, lb.....	25.1	28.9	29.6	+17.9	-9.6
Eggs, doz.....	34.3	37.3	39.2	+14.3	-13.7
Bread:					
White, lb.....	8.4	8.2	8.3	-1.2	-7
Rye, lb.....	8.9	9.0	9.0	+1.1	—
Whole wheat, lb.....	8.9	9.0	9.1	+2.2	—
*3.5-4.6 percent butterfat.			(continued)		

Your Food

but against savings in raw materials should be balanced equipment costs and labor. Storekeepers ordinarily buy fruits and vegetables in half bushel or bushel lots. When it is necessary to break these up into small lots for retail sale and to weigh out each lot and package it, retailers must add a substantial amount to cover increased costs. Also when it is necessary to sell in small quantities storekeepers usually have to allow for a considerable amount of waste and spoilage due both to the fact that many fruits and vegetables do not stand re-handling well and also to the fact that consumers insist on picking out the best of each package and leaving in the bottom of the basket some of the smaller and poorer looking foods. Most storekeepers are glad to sell fruits and

CHANGES IN CITY RETAIL PRICES



Kind of food	Sept. 11, 1934	Aug. 27, 1935	Sept. 10, 1935	Change in year	Above or below September 1929
Cereal products:					
Flour, lb.....	5.1	5.0	5.0	-2.0	-0.3
Macaroni, lb.....	15.8	15.6	15.6	-1.3	-4.0
Wheat cereal..... (28-oz. pkg.)	24.2	24.7	24.7	+2.1	-0.8
Vegetables - canned:					
Corn, #2 can.....	11.8	12.8	12.5	+5.9	-3.3
Peas, #2 can.....	18.3	17.0	16.8	-8.2	+0.2
Tomatoes, #2, #2½ can..	9.3	10.0	9.8	+5.4	-3.1
Vegetables - fresh:					
Potatoes, lb.....	2.1	1.7	1.7	-19.0	-2.2
Onions, lb.....	4.2	3.9	3.7	-11.9	-2.1
Cabbage, lb.....	3.3	2.7	2.7	-18.2	-2.4
Vegetables - fresh:					
Lettuce, head.....	9.6	8.4	8.3	-13.5	—
Spinach, lb.....	8.3	7.9	8.4	+1.2	—
Carrots, bunch.....	5.0	4.4	4.6	-8.0	—
Fruits - canned:					
Peaches, #2½ can.....	18.9	19.8	19.8	+4.8	—
Pears, #2½ can.....	21.8	22.9	22.9	+5.0	—
Pineapple, #2½ can.....	22.6	22.7	22.8	+0.9	—
Fruits - fresh:					
Apples, lb.....	5.7	4.9	4.8	-15.8	—
Bananas, doz., lb.....	23.6	21.6	21.8	-7.6	-10.3
Oranges, doz.....	37.0	32.6	34.5	-6.8	-9.7

first 4 months of this year to the second 4 months. However, when allowance is made for the processing taxes, these price spreads are only slightly above the levels of 1932. In August of this year it is estimated that a month's supply of 10 of the most important foods for a typical American family cost \$21.63 and that the farmer received \$9.68 for the farm products used in making these 10 foods. This leaves \$11.95 to pay the various costs of transportation, processing, and marketing. The farmer was getting in August about 45 cents of each dollar spent by the consumer for these 10 foods. This is a greater percentage of the consumer's dollar than the farmer has obtained since 1930. It is due not to an actual decrease in marketing charges but to the fact that during the rise in food prices marketing charges were not increased in proportion to the food price increases. Almost all marketing charges tend to be rather inflexible.

Railroad rates are a case in point but the same thing is also rather generally true of most costs and charges for processing and distribution. When prices to the consumer are raised moderately it often means a substantial increase in prices at the farm.

THIS is particularly true of a food such as bread where the cost of the wheat represents only a small portion of the price of the finished article and most of the price the consumer pays goes to cover charges for transporting wheat and flour, for milling flour, and for baking, distributing, and retailing bread.

IN AUGUST of this year, 22 percent of consumers' bread dollars went to wheat farmers, and 78 percent to all the processors, handlers, and distributors of bread and bread ingredients between the wheat farmer and the consumer. In August 1931 wheat farmers' share was only 9 cents of each bread dollar. But the actual spread in cents between wheat and retail bread prices is slightly larger now than it was in two previous Augusts although it is less than in 1931.

Bill

Complete on
this page.

vegetables by the half bushel or bushel to any consumer who orders them a little ahead of time and usually they can sell at a much more attractive price. In addition the foods are often actually better when bought by the basket because they have not been picked over and re-handled.

THE GUIDE has discussed many times the spread between prices at the farm and prices in city stores. This spread naturally widened somewhat from 1933 to 1935 due to increased wages, increased costs of materials, and to the processing taxes on wheat and hogs. The figures indicate a slight increase in spread between the farm prices and the city retail prices from 1934 to 1935 and a tendency for the spread to increase moderately from the

DAIRY PRODUCTS

CHEESE PRICES went up 0.3 cent a pound and butter 1 cent a pound during the 2 weeks from August 27 to September 10. There was no change in the average price of milk. Milk and cheese prices on September 10 were slightly above the levels of the previous year while butter was slightly cheaper than a year earlier.

DAIRY PRODUCT prices usually tend to rise from about June to about December. Last year the price increases during the fall were more marked than usual on account of the drought.

WHOLESALE BUTTER prices advanced slowly but steadily throughout August and the first half of September but there was a slight drop during the week ending September 21. Butter production is high and storage stocks larger than a year ago. Total supplies of butter during the coming winter will be decidedly larger than the short supplies of last winter. While some moderate seasonal increase in prices of dairy products is likely this year the higher level of production and the greater supply of feed grains indicate that there is little likelihood of a sharp rise such as that which occurred during the fall months of 1934.

FOREIGN BUTTER prices are higher than they were a year ago and present domestic supplies indicate little probability that the importation of butter will be profitable.

ONE FACTOR which may tend to prevent any great expansion of butter production is the high price of beef cattle. In areas where it is possible to shift easily from the production of milk to the production of beef the present situation will tend to lead to an increase in beef production rather than an increase in milk production.

MILK PRODUCTION per cow on September 1 was about 8 percent higher than a year earlier and was highest for the month since 1929. It is estimated that total milk production on September 1 was about 4 percent larger than a year ago. In all sections of the country the percentage of cows being milked on September 1 was high.

Average Retail Prices, September 10, 1935 (cents)

Markets	Milk, fresh		Cheese Butter	
	Quart (de-livered)	Butter fat content range	(lb.)	(lb.)
United States	11.7	3.5-4.6	25.6	32.3
New England:				
Boston	11.7	3.7-4.0	26.1	32.0
Bridgeport	13.0	3.8	28.7	33.1
Fall River	13.0	3.8	25.4	30.7
Manchester	12.0	3.8-4.1	26.5	31.5
New Haven	13.0	3.7-4.05	26.9	32.9
Portland, Maine	12.0	4.0-4.3	26.5	31.9
Providence	13.0	3.7-3.8	25.6	31.0
Middle Atlantic:				
Binghamton	12.0	3.9	26.5	32.1
Buffalo	12.0	3.6-3.7	26.2	30.8
Newark	13.0	3.5-3.7	28.2	34.4
New York	12.5	3.5-3.7	29.1	33.2
Philadelphia	11.0	3.5-4.0	29.1	34.5
Pittsburgh	11.0	3.6-4.6	28.0	32.7
Rochester	12.0	3.8	26.7	31.2
Scranton	11.0	3.8	27.5	31.1
East North-Central:				
Chicago	10.0	3.6-3.8	28.3	32.6
Cincinnati	12.0	3.5-3.7	24.9	31.8
Cleveland	9.0	3.5	27.2	32.2
Columbus	10.0	4.0	25.9	32.3
Detroit	12.0	3.6-3.7	24.6	33.7
Indianapolis	10.0	3.8-3.9	24.8	32.2
Milwaukee	10.0	3.6-3.63	27.2	30.3
Peoria	11.0	3.8-4.0	24.8	31.6
Springfield, Ill.	11.1	4.0	24.6	32.1
West North-Central:				
Cedar Rapids	10.0	4.0	22.6	30.3
Kansas City	11.1	3.8-4.0	26.0	30.9
Minneapolis	10.0	3.5-3.7	24.2	30.1
Omaha	10.0	3.8	25.9	30.5
St. Louis	12.1	3.7-3.8	25.1	32.8
St. Paul	10.0	3.6-3.7	23.8	30.5
Sioux Falls	9.5	4.0-4.1	24.6	30.4
Wichita	10.0	3.7-4.0	22.1	27.5
South Atlantic:				
Atlanta	14.0	4.3-4.4	24.2	33.1
Baltimore	12.0	4.0	25.9	33.9
Charleston, S. C.	15.0	4.0-4.3	23.8	31.3
Columbia, S. C.	14.5		23.5	35.0
Jacksonville	15.0	4.0-4.5	22.8	32.6
Norfolk	14.0	3.8	22.9	32.7
Richmond	12.0	3.5	23.9	32.2
Savannah	14.0	4.0-4.5	22.9	32.6
Washington, D. C.	13.0	4.1-4.2	26.7	34.1
Winston-Salem	14.0	4.3	24.6	32.2
East South-Central:				
Birmingham	13.3	4.3-4.5	22.7	33.1
Knoxville	11.3	4.0-4.2	29.1	32.9
Louisville	12.0	4.0	25.2	31.1
Memphis	10.5	3.5-4.5	22.7	30.6
Mobile	14.0	4.0-4.5	23.3	31.1
West South-Central:				
Dallas	11.0	4.4	27.0	29.2
El Paso			23.5	31.8
Houston	12.0	4.0-4.8	22.1	32.2
Little Rock	12.0	3.8-4.5	23.2	31.0
New Orleans	11.0	4.2-4.5	24.9	32.3
Oklahoma City	11.0	4.0	28.1	31.2
Mountain:				
Albuquerque			27.8	32.0
Butte	10.0	3.5-3.7	23.6	30.7
Denver	10.7	3.8	27.9	33.5
Salt Lake City	10.0	3.8	21.7	34.5
Tucson	12.0	3.8-4.0	25.0	33.7
Pacific:				
Los Angeles	11.0	4.0	27.3	34.3
Portland, Oreg.	10.5	4.0	24.3	33.9
San Francisco	12.0	4.0-4.2	28.4	34.8
Seattle	9.0	4.0	23.4	34.5
Spokane	10.0	4.0-4.2	23.4	32.3

Average Retail Prices, September 10, 1935 (cents)

Markets	White (lb.)	Rye (lb.)	Whole- wheat (lb.)
United States.....	8.3	9.0	9.1
New England:			
Boston.....	8.4	9.2	8.9
Bridgeport.....	8.7	9.1	9.2
Fall River.....	7.8	8.4	8.9
Manchester.....	8.1	9.0	8.7
New Haven.....	8.5	8.9	9.2
Portland, Maine.....	9.1	9.6	9.4
Providence.....	8.2	8.8	9.4
Middle Atlantic:			
Binghamton.....	8.5	8.7	—
Buffalo.....	8.2	8.5	9.4
Newark.....	9.1	9.4	9.4
New York.....	8.7	9.0	9.6
Philadelphia.....	8.7	9.9	10.6
Pittsburgh.....	8.4	9.1	9.2
Rochester.....	8.2	8.2	9.1
Scranton.....	9.2	9.7	9.9
East North-Central:			
Chicago.....	7.6	7.9	9.0
Cincinnati.....	7.8	9.4	9.5
Cleveland.....	7.8	8.3	8.7
Columbus.....	8.2	8.9	9.1
Detroit.....	7.2	7.7	8.1
Indianapolis.....	7.4	7.7	8.9
Milwaukee.....	6.7	6.7	10.0
Peoria.....	8.0	9.3	9.3
Springfield, Ill.....	8.8	9.7	9.7
West North-Central:			
Cedar Rapids.....	9.0	9.7	10.0
Kansas City.....	8.0	9.1	9.2
Minneapolis.....	8.4	8.8	9.3
Omaha.....	8.4	9.2	8.8
St. Louis.....	8.3	9.1	9.6
St. Paul.....	8.4	9.0	9.6
Sioux Falls.....	8.1	8.3	8.3
Wichita.....	7.6	9.4	7.9
South Atlantic:			
Atlanta.....	9.1	9.4	9.0
Baltimore.....	8.8	9.5	9.5
Charleston, S. C.....	9.2	9.8	10.0
Columbia, S. C.....	9.6	10.6	11.3
Jacksonville.....	9.6	10.1	10.0
Norfolk.....	8.5	8.7	9.0
Richmond.....	8.5	8.7	9.0
Savannah.....	9.4	10.0	10.5
Washington, D. C.....	8.4	8.8	9.0
Winston-Salem.....	10.8	11.0	10.9
East South-Central:			
Birmingham.....	9.8	9.9	10.0
Knoxville.....	8.7	9.1	9.6
Louisville.....	7.4	8.0	8.5
Memphis.....	8.4	8.9	9.3
Mobile.....	9.3	10.0	10.0
West South-Central:			
Dallas.....	7.9	8.0	7.8
El Paso.....	5.3	—	—
Houston.....	6.6	8.5	8.7
Little Rock.....	9.9	9.7	10.1
New Orleans.....	8.2	8.7	9.7
Oklahoma City.....	9.7	10.2	10.0
Mountain:			
Albuquerque.....	9.8	—	10.4
Butte.....	9.5	9.6	9.6
Denver.....	7.6	9.1	8.0
Salt Lake City.....	6.9	9.4	6.8
Tucson.....	10.0	10.3	10.0
Pacific:			
Los Angeles.....	7.2	9.3	8.0
Portland, Oreg.....	9.1	10.0	9.2
San Francisco.....	9.3	9.0	8.9
Seattle.....	9.1	10.0	9.0
Spokane.....	9.5	10.0	9.8

BREAD

INCREASES of 0.1 cent a pound in the price of white bread and whole-wheat bread appeared in the September 10 report. The previous report on August 27 indicated a drop of 0.1 cent a pound in the price of white bread which was the first real change in the price of white bread since November 1934. The drop from 8.3 cents on August 13 to 8.2 cents on August 27 was due to a reduction of price in a few large cities which more than balanced price increases in several smaller cities. Actually the retail price of white bread can be considered as having been practically stationary from November 20, 1934, to September 10, 1935, and at least until September 10 there were no indications of any general increases or decreases in prices of bread made from the new crop of wheat.

HOWEVER, in some localities a good deal of publicity has been given to reports that bread prices were going up and the explanations most frequently quoted are a shortage of the kind of wheat ordinarily used in making bread and the wheat processing tax. The processing tax on wheat has now been in effect for 2 years. From the first it was passed on to the consumer. This processing tax can not be a justification for raising present bread prices. A short supply of wheat which raised wheat prices far enough might be a factor in causing higher bread prices, but it would take a substantial rise to affect the price of bread very much since about 62 pounds of bread are ordinarily made from a bushel of wheat.

WHEAT PRICES at the farm in early September were about the same or slightly lower than a year earlier. Probably prices of good bread wheats were a little higher than last year. Wholesale prices of flour in September were somewhat higher than in recent months and higher than a year ago. Wholesale prices of some other bread ingredients have also increased since last year. Increase in the total cost of bread ingredients, however, has not been enough to warrant any substantial rise in bread prices.

CEREAL PRODUCTS

FLOUR, MACARONI, and wheat cereal prices stood still during the two weeks ending September 10. All three of these cereal products were selling on that date at about the same price as a year earlier.

PRESENT INDICATIONS are that wheat prices in the United States will remain above an export basis during most or all of the 1935-36 season. Prices of hard red spring wheat are likely to be near an import basis. The millable supply of hard red spring wheat is less than that needed for domestic requirements and the supplies of other hard wheats are not large enough to make up the shortage. This is due to a great reduction in the prospective crop of hard red spring wheat on account of black stem rust, which has not only reduced the size of the crop but has caused a considerable amount of the wheat to be low in test weight. It is not yet known how much of the light wheat will be used by millers. If millers use only a small amount of such wheat, some imports of hard wheat will be necessary.

TOTAL WORLD production of wheat, outside of Russia and China, is now estimated at 3,438 million bushels which is 24 million bushels less than that in 1934-35 and substantially below the 5-year average.

PRICES of feed grains fell off during August and early September with the approaching corn harvest. Imports of corn during August continued unusually heavy but a sharp decrease is expected as the new domestic crop becomes generally available. There appears to be a plentiful supply of feed grains and in time this will tend to increase the production of meats and other livestock products which were seriously affected by the 1934 drought.

Average Retail Prices, September 10, 1935 (cents)

Markets	Flour Macaroni		Wheat cereal (28-oz. pkg.)
	(lb.)	(lb.)	
United States.....	5.0	15.6	24.7
New England:			
Boston.....	4.9	15.2	24.2
Bridgeport.....	5.6	16.5	25.6
Fall River.....	5.2	16.6	23.1
Manchester.....	5.3	17.7	25.9
New Haven.....	5.4	16.4	23.8
Portland, Maine.....	4.9	17.8	24.0
Providence.....	5.2	14.9	22.9
Middle Atlantic:			
Binghamton.....	4.9	14.5	23.1
Buffalo.....	5.4	16.6	25.0
Newark.....	5.4	16.3	24.3
New York.....	5.6	16.8	23.6
Philadelphia.....	5.1	16.3	24.9
Pittsburgh.....	4.8	15.8	23.5
Rochester.....	5.3	15.6	23.6
Scranton.....	5.1	17.0	24.5
East North-Central:			
Chicago.....	5.3	14.0	26.3
Cincinnati.....	4.7	15.4	22.4
Cleveland.....	5.1	17.0	23.3
Columbus.....	4.4	17.6	21.5
Detroit.....	4.9	14.9	23.5
Indianapolis.....	4.5	15.2	25.7
Milwaukee.....	4.9	14.1	24.3
Peoria.....	5.2	14.8	26.6
Springfield, Ill.....	5.7	15.8	27.5
West North-Central:			
Cedar Rapids.....	4.7	16.0	22.8
Kansas City.....	5.0	17.0	23.8
Minneapolis.....	5.1	14.0	21.7
Omaha.....	4.7	19.2	24.5
St. Louis.....	5.1	16.2	26.1
St. Paul.....	5.2	14.0	23.5
Sioux Falls.....	4.9	14.6	26.6
Wichita.....	4.5	16.1	24.2
South Atlantic:			
Atlanta.....	5.5	17.9	26.6
Baltimore.....	5.2	15.5	24.3
Charleston, S. C.....	5.5	15.4	25.0
Columbia, S. C.....	4.7	15.9	27.5
Jacksonville.....	5.7	14.8	26.4
Norfolk.....	5.1	15.4	25.4
Richmond.....	5.1	15.5	23.5
Savannah.....	5.4	16.1	25.4
Washington, D. C.....	5.7	15.7	23.8
Winston-Salem.....	4.1	17.2	27.1
East South-Central:			
Birmingham.....	5.1	13.0	25.6
Knoxville.....	4.6	11.8	29.2
Louisville.....	5.1	14.0	24.3
Memphis.....	5.7	14.7	27.8
Mobile.....	5.0	17.2	25.6
West South-Central:			
Dallas.....	5.0	16.4	26.3
El Paso.....	5.2	16.6	26.3
Houston.....	4.7	13.5	22.8
Little Rock.....	4.7	15.7	29.8
New Orleans.....	6.0	9.7	24.2
Oklahoma City.....	5.3	12.4	28.7
Mountain:			
Albuquerque.....	4.6	17.8	23.5
Butte.....	4.8	16.5	25.9
Denver.....	4.0	16.0	24.2
Salt Lake City.....	3.7	17.6	25.2
Tucson.....	5.0	16.0	25.0
Pacific:			
Los Angeles.....	4.3	14.5	24.2
Portland, Oreg.....	4.4	14.9	25.0
San Francisco.....	4.8	15.6	23.8
Seattle.....	4.5	16.5	26.1
Spokane.....	4.9	13.9	26.1

Average Retail Prices, September 10, 1935 (cents)			
Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	36.9	30.0	23.4
New England:			
Boston	48.1	35.0	29.9
Bridgeport	46.4	36.8	30.2
Fall River	43.6	31.3	24.9
Manchester	45.6	30.0	27.2
New Haven	48.1	36.5	28.7
Portland, Maine	44.1	34.3	24.7
Providence	46.0	35.2	28.9
Middle Atlantic:			
Binghamton	35.8	29.4	21.6
Buffalo	34.6	28.9	23.1
Newark	44.4	34.3	28.3
New York	40.8	34.9	26.5
Philadelphia	42.8	36.2	27.5
Pittsburgh	35.0	29.9	21.7
Rochester	35.5	29.0	24.3
Scranton	38.2	33.7	27.6
East North-Central:			
Chicago	38.4	32.9	26.9
Cincinnati	39.3	32.8	25.9
Cleveland	36.1	31.4	26.3
Columbus	40.5	31.0	25.4
Detroit	35.9	29.2	25.6
Indianapolis	37.5	28.9	23.6
Milwaukee	36.2	29.6	25.8
Peoria	34.3	28.2	23.3
Springfield, Ill.	36.8	27.5	24.2
West North-Central:			
Cedar Rapids	31.0	22.8	20.0
Kansas City	34.5	28.6	20.4
Minneapolis	33.4	29.3	23.9
Omaha	35.6	25.2	22.7
St. Louis	37.2	27.2	22.8
St. Paul	33.3	29.4	24.1
Sioux Falls	31.9	21.6	21.4
Wichita	30.7	21.9	17.6
South Atlantic:			
Atlanta	35.3	31.7	25.5
Baltimore	34.9	30.4	22.5
Charleston, S. C.	31.8	28.5	20.4
Columbia, S. C.	27.7	17.6	17.3
Jacksonville	30.6	29.2	21.4
Norfolk	35.5	31.4	22.6
Richmond	39.4	30.6	23.3
Savannah	29.9	26.5	19.3
Washington, D. C.	42.7	33.6	25.9
Winston-Salem	31.3	23.1	21.4
East South-Central:			
Birmingham	36.9	28.7	21.9
Knoxville	29.9	20.4	19.3
Louisville	36.1	27.2	22.3
Memphis	39.3	28.0	19.9
Mobile	29.5	23.2	18.4
West South-Central:			
Dallas	38.1	30.7	21.2
El Paso	34.7	26.8	21.7
Houston	34.4	25.1	19.9
Little Rock	32.2	26.6	18.4
New Orleans	32.9	29.5	19.6
Oklahoma City	30.8	19.2	16.8
Mountain:			
Albuquerque	35.2	26.5	21.0
Butte	26.2	22.3	17.0
Denver	34.8	26.5	21.8
Salt Lake City	32.2	26.1	19.9
Tucson	37.0	34.8	23.0
Pacific:			
Los Angeles	31.5	26.4	19.2
Portland, Oreg.	24.7	20.9	16.5
San Francisco	31.3	28.4	18.2
Seattle	30.6	25.3	18.1
Spokane	28.5	22.4	14.9

BEEF

PRACTICALLY no change in prices of beef occurred between August 27 and September 10. Of the three cuts listed on this page prices of round steak and rib roast each dropped 0.1 cent a pound while prices of chuck roast increased 0.1 cent a pound. Comparing the September 10 prices with those a year earlier the price of round steak was up about 20 percent, rib roast about 24 percent, and chuck roast about 28 percent.

WHOLESALE PRICES of beef steers declined about 50 cents per 100 pounds from the week ending August 24 to the week ending September 21. However, prices of beef steers are much higher than they were last year. The average wholesale price of all grades of beef steers at Chicago on September 21 was \$10.15 per 100 pounds compared with an average of \$7.94 during the week ending September 22, 1934.

WHOLESALE PRICES of dressed beef also were reduced during the latter half of August and the first half of September. The drop from August 17 to September 21 amounted to about 2 cents a pound of carcass. Wholesale quotations on September 21 were about the same as those of last February. Present retail prices are from 3 to 4 cents above last February's prices.

NO MARKED drop in retail beef prices is likely for many months. It is probable that the low point in cattle prices for the year has been passed and some advances during the fall months are probable. While there should be a moderate temporary drop in retail beef prices, some further increases during the fall months are not unlikely.

SUPPLIES OF CATTLE during August were large. Commercial slaughter was 17 percent above the 5-year average and the second largest August slaughter on record.

GENERAL RAINS over the Corn Belt during the latter part of August were favorable for fall pastures and supplies of feed will be large. This situation is expected to result in a good demand for cattle for grazing and finishing during the balance of the year.

PORK PRODUCTS

TREND of prices of pork products was uneven during the two weeks ending September 10. Prices of chops dropped 0.6 cent a pound while prices of lard and whole smoked ham each rose 0.3 cent a pound. The September 10 price of pork chops was 20 percent above that of a year earlier, ham prices 33 percent, and lard 54 percent.

WHOLESALE hog prices dropped about 50 cents per 100 pounds during the latter half of August but regained most of the loss during the first half of September. The trend of wholesale prices of fresh pork products such as loins was very similar to the trend in hog prices. Wholesale ham prices dropped about 1 cent a pound during the first half of September and bacon prices dropped almost 2 cents a pound. Wholesale prices of lard continue to be firm although there was a moderate price decline during the latter half of August.

TEMPORARY DECLINE in hog prices in the latter half of August was evidently due to increased marketings of new crop hogs and to greater difficulty in selling hog products at the higher prices which prevailed during the summer. The demand for hog products increases during the fall as temperatures drop and this ordinarily causes some seasonal rise during the late summer and late fall. Usually there is some decline in hog prices during the last three months of the year as market supplies pick up. It is expected that this year the fall supplies will increase less rapidly than usual and that the total winter's supplies will be considerably smaller than those of last winter. The seasonal distribution of supplies this year, however, will be quite different from that of last year with much smaller supplies early in the winter and probably with larger supplies later in the winter.

HOG SLAUGHTER under federal inspection in August was 37 percent less than that of August 1934 and was the smallest August slaughter since 1902. Weight of hogs slaughtered in August, however, was 10 pounds heavier than that of the year earlier. Hog weights usually are highest in late August and decline until November. Receipts in recent weeks have included a large number of new crop hogs which are light weight and which are sold at prices considerably below prices paid for heavier weights.

Average Retail Prices, September 10, 1935 (cents)

Markets	Chops (lb.)	Lard (lb.)	Whole smoked ham (lb.)
United States.....	38.9	22.1	34.9
New England:			
Boston.....	42.7	21.3	36.0
Bridgeport.....	40.8	21.9	34.9
Fall River.....	40.2	20.2	33.9
Manchester.....	39.3	21.8	36.7
New Haven.....	40.4	22.0	36.8
Portland, Maine.....	40.1	21.5	34.7
Providence.....	42.4	20.7	34.3
Middle Atlantic:			
Binghamton.....	41.4	22.0	33.5
Buffalo.....	41.6	20.2	34.9
Newark.....	42.4	23.4	36.2
New York.....	40.3	22.1	35.1
Philadelphia.....	42.2	23.2	34.7
Pittsburgh.....	40.1	21.9	35.5
Rochester.....	39.0	21.8	34.4
Scranton.....	41.0	23.4	34.8
East North-Central:			
Chicago.....	40.3	22.8	35.9
Cincinnati.....	39.4	22.9	35.0
Cleveland.....	41.2	24.1	36.3
Columbus.....	40.8	22.8	35.0
Detroit.....	41.8	22.0	38.4
Indianapolis.....	36.8	21.6	33.3
Milwaukee.....	37.8	21.4	33.7
Peoria.....	37.4	24.1	35.8
Springfield, Ill.....	36.8	24.1	36.1
West North-Central:			
Cedar Rapids.....	34.2	21.7	32.2
Kansas City.....	37.4	22.6	35.6
Minneapolis.....	38.6	22.1	33.8
Omaha.....	35.2	22.5	34.1
St. Louis.....	39.1	22.2	35.9
St. Paul.....	36.2	21.8	33.6
Sioux Falls.....	34.1	23.5	32.1
Wichita.....	35.4	22.4	33.9
South Atlantic:			
Atlanta.....	36.5	22.4	33.3
Baltimore.....	38.8	21.1	34.2
Charleston, S. C.....	34.5	22.0	34.2
Columbia, S. C.....	34.0	18.1	32.0
Jacksonville.....	34.9	21.3	33.7
Norfolk.....	36.1	19.3	33.7
Richmond.....	39.5	21.1	34.6
Savannah.....	33.1	21.4	33.0
Washington, D. C.....	41.4	21.9	33.9
Winston-Salem.....	33.8	20.9	34.3
East South-Central:			
Birmingham.....	36.1	21.6	34.2
Knoxville.....	35.1	22.6	35.0
Louisville.....	37.0	22.6	30.2
Memphis.....	34.7	20.3	33.8
Mobile.....	33.2	21.4	35.4
West South-Central:			
Dallas.....	36.7	24.0	33.1
El Paso.....	42.2	22.1	38.4
Houston.....	34.3	21.4	32.8
Little Rock.....	33.7	23.3	32.0
New Orleans.....	35.7	21.4	33.4
Oklahoma City.....	35.6	20.7	35.7
Mountain:			
Albuquerque.....	34.2	23.8	34.6
Butte.....	36.1	24.2	35.0
Denver.....	37.2	24.2	36.9
Salt Lake City.....	39.8	25.8	37.2
Tucson.....	41.5	24.0	34.0
Pacific:			
Los Angeles.....	44.9	21.3	34.9
Portland, Oreg.....	37.5	21.2	35.7
San Francisco.....	42.4	20.5	37.2
Seattle.....	41.5	23.4	38.0
Spokane.....	36.3	22.1	35.2

Average Retail Prices, September 10, 1935 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States.....	28.2	13.6	22.2
New England:			
Boston.....	28.8	15.5	19.7
Bridgeport.....	29.8	11.4	20.8
Fall River.....	27.4	10.6	19.5
Manchester.....	28.4	15.5	22.2
New Haven.....	28.5	12.2	24.7
Portland, Maine.....	28.1	15.5	20.4
Providence.....	28.4	11.1	21.6
Middle Atlantic:			
Binghamton.....	28.5	11.1	21.8
Buffalo.....	26.0	13.0	24.0
Newark.....	31.0	16.4	26.6
New York.....	29.8	13.3	22.1
Philadelphia.....	29.2	9.9	20.2
Pittsburgh.....	29.6	15.4	23.2
Rochester.....	26.0	14.1	23.2
Scranton.....	31.5	13.8	25.9
East North-Central:			
Chicago.....	29.8	13.7	25.5
Cincinnati.....	32.2	17.0	27.1
Cleveland.....	29.9	15.3	27.1
Columbus.....	30.3	16.7	26.8
Detroit.....	30.3	16.8	27.1
Indianapolis.....	30.6	13.5	22.6
Milwaukee.....	28.7	15.0	24.6
Peoria.....	28.8	13.0	24.0
Springfield, Ill.....	27.9	13.2	21.7
West North-Central:			
Cedar Rapids.....	24.5	13.3	21.6
Kansas City.....	26.7	16.0	21.1
Minneapolis.....	26.0	12.0	21.9
Omaha.....	24.8	10.0	19.5
St. Louis.....	28.7	16.0	25.1
St. Paul.....	25.8	11.9	21.0
Sioux Falls.....	28.5	9.0	21.5
Wichita.....	27.1	11.2	19.9
South Atlantic:			
Atlanta.....	27.6	15.1	21.3
Baltimore.....	27.1	14.9	22.3
Charleston, S. C.....	29.0	15.0	21.4
Columbia, S. C.....	31.3	14.2	21.3
Jacksonville.....	26.7	11.7	21.0
Norfolk.....	26.2	12.3	17.2
Richmond.....	28.1	14.9	22.7
Savannah.....	27.6	12.8	20.3
Washington, D. C.....	28.6	13.8	23.8
Winston-Salem.....	30.5	14.4	24.0
East South-Central:			
Birmingham.....	28.0	12.2	19.2
Knoxville.....	36.5	17.5	22.5
Louisville.....	29.6	15.5	23.3
Memphis.....	28.9	17.3	22.3
Mobile.....	28.5	13.5	18.0
West South-Central:			
Dallas.....	28.5	15.3	20.2
El Paso.....	26.9	16.1	20.0
Houston.....	30.4	16.2	21.5
Little Rock.....	27.8	13.4	19.8
New Orleans.....	27.5	14.3	18.6
Oklahoma City.....	24.2	14.1	17.4
Mountain:			
Albuquerque.....	24.2	14.4	19.5
Butte.....	25.7	12.3	20.1
Denver.....	25.5	13.8	21.8
Salt Lake City.....	27.1	12.8	20.2
Tucson.....	29.3	13.8	23.8
Pacific:			
Los Angeles.....	25.8	10.9	18.6
Portland, Oreg.....	22.8	10.9	18.3
San Francisco.....	27.4	10.1	18.0
Seattle.....	25.6	11.9	20.5
Spokane.....	22.5	9.8	16.8

LAMB

LAMB PRICES advanced from August 27 to September 10. During the 2-week period the price of both leg of lamb and square chuck went up 0.9 cent and breast 0.6 cent a pound. The September 10 price of leg of lamb was about 11 percent higher than a year earlier while the price of chuck was up about 18 percent and the price of breast about 26 percent.

BOTH in beef and lamb, prices of cheaper cuts have increased proportionately more than have prices of better cuts. When prices were on the down grade during the depression, prices of the cheaper cuts fell more than did prices of the better cuts. Perhaps this is an indication that the demand for the best cuts of meat is more stable and does not fluctuate so much from time to time as does the demand for the less expensive meats.

WHOLESALE PRICES of lambs went up sharply in August and in early September, the rise amounting to about \$1 per 100 pounds. September prices of lambs were \$2 higher than those of a year earlier. The marked rise in lamb prices in recent weeks is abnormal for this season of the year and evidently was due to short supplies and high prices of all meats, to some improvement in the consumer demand, and to a stronger demand for feeder lambs.

BECAUSE of the decrease in the late lamb crop it is expected that lamb marketings during the remainder of 1935 will be materially smaller than they were during the same period a year ago. For that reason some increases in prices of lambs and of retail lamb cuts are likely during the fall months.

INSPECTED SLAUGHTER of sheep and lambs in August was 8 percent greater than July and 9 percent greater than in August last year. Range and feed conditions in the western States are greatly improved.

POULTRY AND EGGS

BOTH HEN and egg prices continued their rise during the 2 weeks ended September 10. Hen prices advanced 0.7 cent a pound and egg prices went up 1.9 cents a dozen during this period. Comparing September 10 prices with those a year earlier, hen prices were 18 percent and egg prices 14 percent higher.

RISE in retail egg prices during the latter half of September may be less than the normal seasonal. This is indicated by the fact that wholesale prices of eggs in New York City fell off during the first half of September at a time when egg prices ordinarily are advancing. The increase in retail egg prices from May to September was less than ordinarily occurs during that period. Highest prices for eggs ordinarily occur in October, November, and December with a peak usually coming at about the end of November or the 1st of December.

STORAGE HOLDINGS which are the chief source of supply during the fall and winter are relatively short this year and receipts of eggs at the most important wholesale markets were light during the summer months. Increased spring hatch this year will tend to increase market supplies of eggs a few months from now but the increase is not likely to be noticeable before December.

MARKET RECEIPTS of dressed poultry were also light in August. Receipts in four important markets were lightest for August since 1922. Recent report by the Bureau of Agricultural Economics indicates that the gradual decrease during recent years in the number of hens probably reached its low point in September this year. The upturn is expected as substantial numbers of pullets from current hatchings are added to the laying flock and this upturn is expected to mark the recovery of the number of layers in relation to numbers in previous years. Expected increase in layers this winter will probably be moderate and depends largely upon the extent of culling. Probably in most cases farm flocks are being culled less drastically than usual this year.

Average Retail Prices, September 10, 1935 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States.....	29.6	39.2
New England:		
Boston.....	31.3	51.2
Bridgeport.....	34.4	53.5
Fall River.....	29.6	45.8
Manchester.....	31.9	48.3
New Haven.....	34.9	49.2
Portland, Maine.....	31.2	47.1
Providence.....	33.9	49.8
Middle Atlantic:		
Binghamton.....	28.7	41.4
Buffalo.....	31.5	40.9
Newark.....	36.0	48.6
New York.....	32.7	47.5
Philadelphia.....	33.2	42.7
Pittsburgh.....	30.3	42.5
Rochester.....	31.5	41.8
Scranton.....	36.5	41.6
East North-Central:		
Chicago.....	31.1	38.2
Cincinnati.....	30.1	37.6
Cleveland.....	31.9	38.1
Columbus.....	29.3	33.7
Detroit.....	34.2	35.8
Indianapolis.....	27.5	33.8
Milwaukee.....	28.0	34.2
Peoria.....	27.9	33.6
Springfield, Ill.....	26.1	33.1
West North-Central:		
Cedar Rapids.....	23.0	29.9
Kansas City.....	27.5	33.8
Minneapolis.....	27.8	33.5
Omaha.....	25.4	31.3
St. Louis.....	27.5	35.5
St. Paul.....	27.7	33.8
Sioux Falls.....	24.2	27.6
Wichita.....	25.5	27.8
South Atlantic:		
Atlanta.....	24.6	39.5
Baltimore.....	32.3	40.7
Charleston, S. C.....	25.4	39.0
Columbia, S. C.....	21.8	40.7
Jacksonville.....	29.4	43.7
Norfolk.....	27.4	37.7
Richmond.....	29.1	36.4
Savannah.....	24.3	36.5
Washington, D. C.....	34.6	46.1
Winston-Salem.....	24.4	38.5
East South-Central:		
Birmingham.....	22.6	34.6
Knoxville.....	23.8	35.1
Louisville.....	25.8	34.9
Memphis.....	24.7	32.8
Mobile.....	21.1	34.2
West South-Central:		
Dallas.....	27.0	35.0
El Paso.....	25.1	42.8
Houston.....	31.3	33.3
Little Rock.....	22.1	31.7
New Orleans.....	26.8	33.2
Oklahoma City.....	21.0	30.8
Mountain:		
Albuquerque.....	22.6	41.0
Butte.....	25.6	37.6
Denver.....	28.1	42.3
Salt Lake City.....	28.8	37.4
Tucson.....	30.0	44.3
Pacific:		
Los Angeles.....	31.3	38.8
Portland, Oreg.....	27.3	35.3
San Francisco.....	34.7	38.0
Seattle.....	29.7	37.8
Spokane.....	20.8	36.5

Average Retail Prices, September 10, 1935 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States.....	1.7	3.7	2.7
New England:			
Boston.....	1.5	3.6	3.4
Bridgeport.....	1.5	3.8	3.4
Fall River.....	1.4	3.8	3.6
Manchester.....	1.5	3.8	3.3
New Haven.....	1.6	3.7	3.0
Portland, Maine.....	1.4	3.1	2.9
Providence.....	1.7	3.5	3.5
Middle Atlantic:			
Binghamton.....	1.6	2.8	1.9
Buffalo.....	1.6	3.4	2.2
Newark.....	1.4	3.7	2.7
New York.....	1.7	4.3	3.4
Philadelphia.....	1.5	3.7	2.5
Pittsburgh.....	1.7	3.7	2.1
Rochester.....	1.3	3.2	1.7
Scranton.....	1.4	3.4	2.1
East North-Central:			
Chicago.....	1.8	3.5	2.3
Cincinnati.....	1.9	4.0	2.3
Cleveland.....	2.0	3.4	2.2
Columbus.....	1.5	3.7	2.4
Detroit.....	1.3	3.4	1.6
Indianapolis.....	1.6	4.5	2.1
Milwaukee.....	1.4	3.2	1.7
Peoria.....	1.6	4.0	3.0
Springfield, Ill.....	1.7	4.3	2.6
West North-Central:			
Cedar Rapids.....	1.3	3.1	2.0
Kansas City.....	1.7	4.5	2.4
Minneapolis.....	1.3	2.8	1.8
Omaha.....	1.8	4.5	3.0
St. Louis.....	1.8	4.1	2.5
St. Paul.....	1.3	3.4	1.9
Sioux Falls.....	1.8	4.7	1.7
Wichita.....	1.6	4.0	2.2
South Atlantic:			
Atlanta.....	2.1	4.3	2.5
Baltimore.....	1.3	4.0	2.7
Charleston, S. C.....	2.3	4.7	3.2
Columbia, S. C.....	2.7	5.9	2.9
Jacksonville.....	2.0	4.2	2.8
Norfolk.....	1.7	4.4	3.6
Richmond.....	1.7	4.3	3.2
Savannah.....	2.0	4.1	2.5
Washington, D. C.....	1.4	4.3	3.6
Winston-Salem.....	1.8	5.1	1.7
East South-Central:			
Birmingham.....	2.1	4.2	2.3
Knoxville.....	1.9	5.1	2.2
Louisville.....	1.7	4.1	2.8
Memphis.....	2.1	3.8	2.3
Mobile.....	2.1	3.5	2.9
West South-Central:			
Dallas.....	3.1	4.1	3.8
El Paso.....	2.2	2.9	3.0
Houston.....	2.5	3.7	3.4
Little Rock.....	1.9	3.9	3.2
New Orleans.....	2.1	4.0	3.7
Oklahoma City.....	2.0	4.1	2.9
Mountain:			
Albuquerque.....	1.8	4.8	2.7
Butte.....	1.8	4.0	2.8
Denver.....	1.2	3.7	1.6
Salt Lake City.....	1.1	3.3	2.5
Tucson.....	2.1	3.5	2.6
Pacific:			
Los Angeles.....	2.1	2.5	2.6
Portland, Oreg.....	1.6	2.5	2.7
San Francisco.....	2.1	3.6	6.5
Seattle.....	1.7	2.4	2.5
Spokane.....	1.5	2.5	2.6

VEGETABLES

(Fresh)

POTATOES, ONIONS, and cabbage as well as most of the more perishable vegetables are continuing to sell at very reasonable prices. From August 27 to September 10 there was no change in average retail prices of potatoes and cabbage but a drop of 0.2 cent in the average price of onions. Onion prices on September 10 averaged 12 percent below those of a year earlier while cabbage prices were 18 percent below and potato prices 19 percent lower.

ACCORDING to the September 1 crop report the total potato crop in the United States is expected to be about 373 million bushels. This is 3 percent less than the crop harvested last year but about 3 percent more than the 5-year average production from 1928-32. Production in the late States this year will probably be considerably below that of last year but the geographical distribution of the crop is very different. The crop in the Northwest is much smaller than a year ago and in the West much larger than a year ago, and the crop in the Central States is also larger than a year ago. Present indications are that potato prices will continue at about their present low levels during the next few months although wholesale quotations in some markets increased during the first half of September.

DOMESTIC CROP cabbage in the late States this year is expected to be 4 percent more than a year ago and about 29 percent more than the average of the preceding 5 years. Production of the late storage or Danish-type cabbage this year will probably be 16 percent smaller than in 1934 but 9 percent greater than the 5-year average. This includes both cabbage to be sold in fresh form and cabbage to be used in the manufacture of kraut.

LATE ONIONS this year are substantially more abundant than last year and somewhat above the average of the preceding 5 years.

VEGETABLES

(Fresh)

LETTUCE dropped 0.1 cent a head from August 27 to September 10 while spinach prices rose 0.5 cent a pound and carrots went up 0.2 cent a bunch. Although spinach on September 10 was 0.1 cent higher than a year earlier, prices of lettuce and carrots as well as of most other perishable vegetables were considerably below the levels of last year.

PRELIMINARY estimate of lettuce acreage in California, Idaho, New Jersey, Oregon, and Washington indicates an increase of 4 percent over 1934 and the fall crop acreage in these States is about 15 percent over the average acreage for the years 1929-33. The total commercial lettuce acreage in the United States this year is slightly below the 1934 harvested acreage and 3 percent smaller than the 5-year average. The condition of the late lettuce crop in September appeared to be considerably better than average and indications point to a good supply of good quality lettuce during the fall and winter.

1935's late crop of carrots is likely to be 1 percent more than last year's crop. Yields per acre are expected to be higher than a year ago in all States except New York and the average is expected to be about 3 percent higher. In New York State the continued dry weather in August reduced the prospective crop but in most other carrot producing areas the weather during the growing season has been favorable. Late carrots are produced commercially in a large number of States and also are produced on a smaller scale in market gardens throughout the northern part of the country. It is expected that supplies of carrots and of most other perishable vegetables will continue to be plentiful during the fall.

Average Retail Prices, September 10, 1935 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States.....	8.3	8.4	4.6
New England:			
Boston.....	8.7	8.2	5.1
Bridgeport.....	10.3	8.6	5.2
Fall River.....	8.5	7.7	5.6
Manchester.....	8.9	7.2	4.7
New Haven.....	9.6	7.8	4.6
Portland, Maine.....	9.6	6.3	5.3
Providence.....	8.8	7.3	5.1
Middle Atlantic:			
Binghamton.....	8.9	8.5	4.8
Buffalo.....	7.7	6.5	4.5
Newark.....	9.5	9.9	5.1
New York.....	10.0	9.7	6.1
Philadelphia.....	8.9	9.1	4.8
Pittsburgh.....	8.6	9.6	3.5
Rochester.....	8.7	6.4	2.8
Scranton.....	10.0	8.4	4.3
East North-Central:			
Chicago.....	8.0	12.0	3.3
Cincinnati.....	8.8	13.4	4.1
Cleveland.....	9.2	9.9	4.1
Columbus.....	9.4	9.3	3.9
Detroit.....	8.1	6.6	3.5
Indianapolis.....	8.8	5.8	3.8
Milwaukee.....	7.9	9.6	2.4
Peoria.....	7.9	9.1	5.3
Springfield, Ill.....	8.8	9.0	5.5
West North-Central:			
Cedar Rapids.....	8.1	12.5	5.0
Kansas City.....	8.2	9.2	5.2
Minneapolis.....	8.7	10.8	3.2
Omaha.....	9.0	9.8	3.6
St. Louis.....	8.7	8.7	5.4
St. Paul.....	9.7	9.1	3.0
Sioux Falls.....	9.5		3.1
Wichita.....	6.8	8.1	4.9
South Atlantic:			
Atlanta.....	9.1	7.6	6.7
Baltimore.....	9.6	11.6	6.7
Charleston, S. C.....	9.8	10.8	7.8
Columbia, S. C.....	9.6	15.0	9.4
Jacksonville.....	8.0	11.0	6.4
Norfolk.....	10.2	4.5	5.9
Richmond.....	9.2	6.5	6.8
Savannah.....	8.9	9.2	9.0
Washington, D. C.....	9.4	10.0	7.6
Winston-Salem.....	9.1	10.0	9.0
East South-Central:			
Birmingham.....	7.3	10.0	5.7
Knoxville.....	6.7	11.0	8.6
Louisville.....	8.0	11.3	4.7
Memphis.....	7.4	9.5	4.8
Mobile.....	8.3	8.5	5.7
West South-Central:			
Dallas.....	6.1	11.6	5.7
El Paso.....	5.7	9.2	2.9
Houston.....	6.2	9.8	5.2
Little Rock.....	6.3	8.9	5.5
New Orleans.....	7.6	7.8	5.3
Oklahoma City.....	6.4	9.0	5.0
Mountain:			
Albuquerque.....	5.5		2.6
Butte.....	9.1	9.0	3.7
Denver.....	5.7	6.7	2.7
Salt Lake City.....	8.6	9.3	2.2
Tucson.....	5.0	5.0	2.8
Pacific:			
Los Angeles.....	5.6	2.7	2.7
Portland, Oreg.....	7.0	6.0	3.4
San Francisco.....	4.4	4.3	2.3
Seattle.....	6.6	5.5	2.0
Spokane.....	7.9	5.0	2.7

(cents)	Average Retail Prices, September 10, 1935 (cents)			
Carrots (bunch)	Markets	Apples (lb.)	Bananas (doz., lb. *)	Oranges (doz.)
4.6	United States	4.8	21.8	34.5
5.1	New England:			
5.2	Boston	5.3	*5.9	37.3
5.6	Bridgeport	5.4	*5.9	38.5
4.7	Fall River	5.1	*6.4	36.5
4.6	Manchester	4.2	*5.9	40.5
5.3	New Haven	5.6	22.6	38.0
5.1	Portland, Maine	4.2	*6.6	35.7
	Providence	6.1	*5.8	40.6
4.8	Middle Atlantic:			
4.5	Binghamton	3.7	25.5	37.0
5.1	Buffalo	3.1	24.6	36.2
6.1	Newark	5.3	24.8	39.1
4.8	New York	5.4	24.0	41.2
3.5	Philadelphia	4.3	20.9	37.9
2.8	Pittsburgh	4.4	23.6	41.9
4.3	Rochester	3.1	21.1	32.5
	Scranton	4.0	17.1	37.7
3.3	East North-Central:			
4.1	Chicago	5.1	*6.4	37.3
4.1	Cincinnati	4.5	*6.3	35.0
3.9	Cleveland	4.2	*6.2	38.2
3.5	Columbus	4.0	*6.3	37.1
3.8	Detroit	4.0	*6.1	36.7
2.4	Indianapolis	4.3	*6.5	36.6
5.3	Milwaukee	4.3	*6.0	33.6
5.5	Peoria	4.9	*6.8	38.0
	Springfield, Ill	4.3	*6.6	37.5
5.0	West North-Central:			
5.2	Cedar Rapids	3.1	*6.6	32.8
3.2	Kansas City	4.7	*6.8	36.0
3.6	Minneapolis	4.1	*7.1	35.9
5.4	Omaha	5.5	*7.6	33.8
3.0	St. Louis	4.8	*6.3	35.2
3.1	St. Paul	4.0	*7.8	35.3
4.9	Sioux Falls	6.0	*7.4	33.6
	Wichita	5.4	*6.8	33.2
6.7	South Atlantic:			
6.7	Atlanta	4.5	22.6	28.5
7.8	Baltimore	4.4	19.5	34.1
9.4	Charleston, S. C	6.7	21.3	28.0
6.4	Columbia, S. C	7.1	*6.2	38.8
5.9	Jacksonville	5.6	16.4	30.7
6.8	Norfolk	4.6	19.2	35.6
9.0	Richmond	5.0	23.2	34.7
7.6	Savannah	5.1	19.9	26.3
9.0	Washington, D. C	6.0	21.1	37.6
	Winston-Salem	3.6	*5.6	36.0
5.7	East South-Central:			
8.6	Birmingham	5.2	*5.2	32.5
4.7	Knoxville	4.1	*5.3	22.5
4.8	Louisville	4.8	*6.0	33.1
5.7	Memphis	5.3	*5.5	31.3
	Mobile	6.6	14.8	30.6
5.7	West South-Central:			
2.9	Dallas	—	*5.9	36.2
5.2	El Paso	6.0	*5.4	27.3
5.5	Houston	—	19.2	35.4
5.3	Little Rock	7.4	*5.6	34.8
5.0	New Orleans	3.8	15.1	29.3
	Oklahoma City	—	*6.9	36.7
2.6	Mountain:			
3.7	Albuquerque	—	*5.8	—
2.7	Butte	6.5	*9.2	32.1
2.2	Denver	5.9	*7.4	32.5
2.8	Salt Lake City	6.5	*7.8	26.9
	Tucson	4.8	*5.3	20.0
2.7	Pacific:			
3.4	Los Angeles	4.0	*4.9	14.3
2.3	Portland, Oreg	3.9	*7.3	25.7
2.0	San Francisco	3.7	21.5	24.3
2.7	Seattle	4.7	*6.6	28.5
	Spokane	4.0	*7.8	—

FRUIT (Fresh)

APPLES DROPPED 0.1 cent a pound from August 27 to September 10 while bananas went up 0.2 cent a dozen and oranges up 1.9 cents a dozen.

ACCORDING to the September 1 crop report the total crop of apples in the United States is likely to be about 4 percent larger than the 5-year average from 1928-32 and about 39 percent above the small crop last year. The commercial crop which will be distributed for fresh consumption is about equal to the 5-year average.

PEACH REPORTS indicate a production of about 14 percent above the 1934 crop but about 8 percent below the 5-year average. Pear production is likely to be about 9 percent below that of 1934 and about 8 percent below the 5-year average. Grape production is likely to be about 20 percent above that of last year and about 5 percent above the 5-year average.

HURRICANE in Florida during the first week in September damaged the citrus crop in the extreme south and southwest sections of the State. The damage to grapefruit seems to have been the most serious in these sections but total production of grapefruit in Florida was probably not seriously reduced by the hurricane. However, the September 1 condition of the Florida citrus fruit was well below average due to the freeze damage of the past winter. The condition of the citrus fruit of Texas and other Gulf States is rather low and the condition of oranges in California on September 1 appears to be slightly below average. The grapefruit crop of California and Arizona from the bloom of 1935 is expected to be about 31 percent larger than that of the bloom of 1934.

CONSUMERS who learn to identify varieties of fruit are usually able to make better purchases. This is particularly true of apples where there is a rather wide range of varieties on most markets. The September 16 CONSUMERS' GUIDE gives you tips on selecting many kinds and on their uses.

Average Retail Prices, September 10, 1935 (cents)

Markets	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can	Corn #2 can	Peas #2 can	Tomatoes #2 (2½*) can
United States	19.8	22.9	22.8	12.5	16.8	9.8
New England:						
Boston	19.3	22.9	22.1	13.4	16.6	12.1
Bridgeport	20.5	24.7	23.6	14.6	20.8	12.4
Fall River	19.4	21.9	22.3	11.9	17.3	9.4
Manchester	21.2	24.3	23.6	14.1	17.9	11.3
New Haven	20.3	24.5	23.5	14.4	17.9	11.4
Portland, Maine	20.7	24.2	23.4	13.1	16.6	11.0
Providence	19.3	20.5	21.7	12.6	17.8	9.8
Middle Atlantic:						
Binghamton	20.3	22.7	22.5	13.5	16.6	8.6
Buffalo	20.6	23.7	23.1	12.4	16.5	10.4
Newark	18.6	21.0	21.9	14.0	18.4	9.1
New York	18.0	21.1	20.8	12.9	17.0	9.1
Philadelphia	19.0	22.2	22.0	12.5	16.0	10.4
Pittsburgh	19.6	22.7	23.1	12.3	16.9	10.0
Rochester	21.0	23.6	23.1	13.9	16.4	11.1
Scranton	20.1	23.0	22.6	13.4	16.5	10.0
East North-Central:						
Chicago	22.9	25.4	25.0	13.4	15.4	10.5
Cincinnati	19.8	24.0	23.5	12.6	16.0	11.6
Cleveland	21.5	24.1	24.0	12.5	17.5	11.4
Columbus	21.0	25.8	24.8	11.9	18.8	10.0
Detroit	19.9	22.9	23.1	11.0	17.1	9.0
Indianapolis	19.4	26.0	23.9	11.0	16.6	9.0
Milwaukee	21.8	20.3	23.8	12.3	14.6	10.6
Peoria	23.3	25.9	24.7	13.8	17.3	11.3
Springfield, Ill	22.6	27.7	24.8	13.9	19.3	12.4
West North-Central:						
Cedar Rapids	21.4	22.9	23.0	11.1	15.3	10.3
Kansas City	19.8	23.9	23.2	10.8	15.8	9.5
Minneapolis	21.2	23.9	24.5	11.3	11.7	10.9
Omaha	21.6	23.4	24.0	11.5	16.9	10.3
St. Louis	19.5	23.8	23.1	11.9	17.5	8.9
St. Paul	21.5	22.9	23.8	12.9	15.6	10.3
Sioux Falls	24.2	25.3	24.3	11.4	17.0	10.1
Wichita	18.8	23.8	22.7	11.0	18.3	9.4
South Atlantic:						
Atlanta	20.6	23.6	23.9	12.3	17.8	9.0
Baltimore	17.7	21.0	20.2	13.4	15.9	8.6
Charleston, S. C	19.7	22.1	22.8	10.8	17.4	8.5
Columbia, S. C	20.4	27.0	23.4	11.6	19.1	8.8
Jacksonville	19.1	24.4	22.7	12.6	17.9	8.1
Norfolk	20.1	23.8	23.8	11.9	14.8	8.6
Richmond	19.6	24.0	23.8	13.1	17.6	7.9
Savannah	21.8	23.8	23.2	12.5	19.0	8.3
Washington, D. C	17.4	22.7	21.6	11.3	16.0	8.4
Winston-Salem	21.1	27.2	25.8	12.4	19.3	9.1
East South-Central:						
Birmingham	19.9	20.9	24.2	11.3	15.1	8.4
Knoxville	21.1	22.8	22.4	10.5	15.8	8.9
Louisville	20.8	23.5	23.1	12.3	16.0	9.1
Memphis	18.6	22.5	21.8	12.5	15.8	8.5
Mobile	17.3	19.9	19.6	12.4	17.1	8.6
West South-Central:						
Dallas	20.5	24.8	24.1	13.5	20.4	9.0
El Paso	20.8	23.6	22.4	12.8	18.5	10.1
Houston	16.9	21.1	20.9	11.1	16.3	8.0
Little Rock	19.9	25.5	25.0	11.9	16.6	9.1
New Orleans	18.4	24.2	21.9	13.4	18.5	9.4
Oklahoma City	21.0	24.9	23.8	13.4	19.1	9.8
Mountain:						
Albuquerque	21.3	26.5	24.8	14.0	18.8	11.8
Butte	19.5	22.5	24.5	13.1	16.3	11.0
Denver	20.9	23.3	24.1	12.4	17.1	10.9
Salt Lake City	21.6	24.4	23.9	13.5	17.3	*11.2
Tucson	19.3	24.0	21.8	16.3	19.3	*13.5
Pacific:						
Los Angeles	16.4	18.7	19.1	12.5	16.0	*12.3
Portland, Oreg	19.9	21.5	21.7	12.5	17.3	*13.5
San Francisco	16.8	19.4	19.7	14.0	16.1	*13.0
Seattle	19.9	21.1	20.7	14.0	17.3	*13.5
Spokane	21.9	22.6	20.7	16.3	16.6	*12.3

tomatoes
(2½*)
can

9.8

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*13.5
*12.3

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

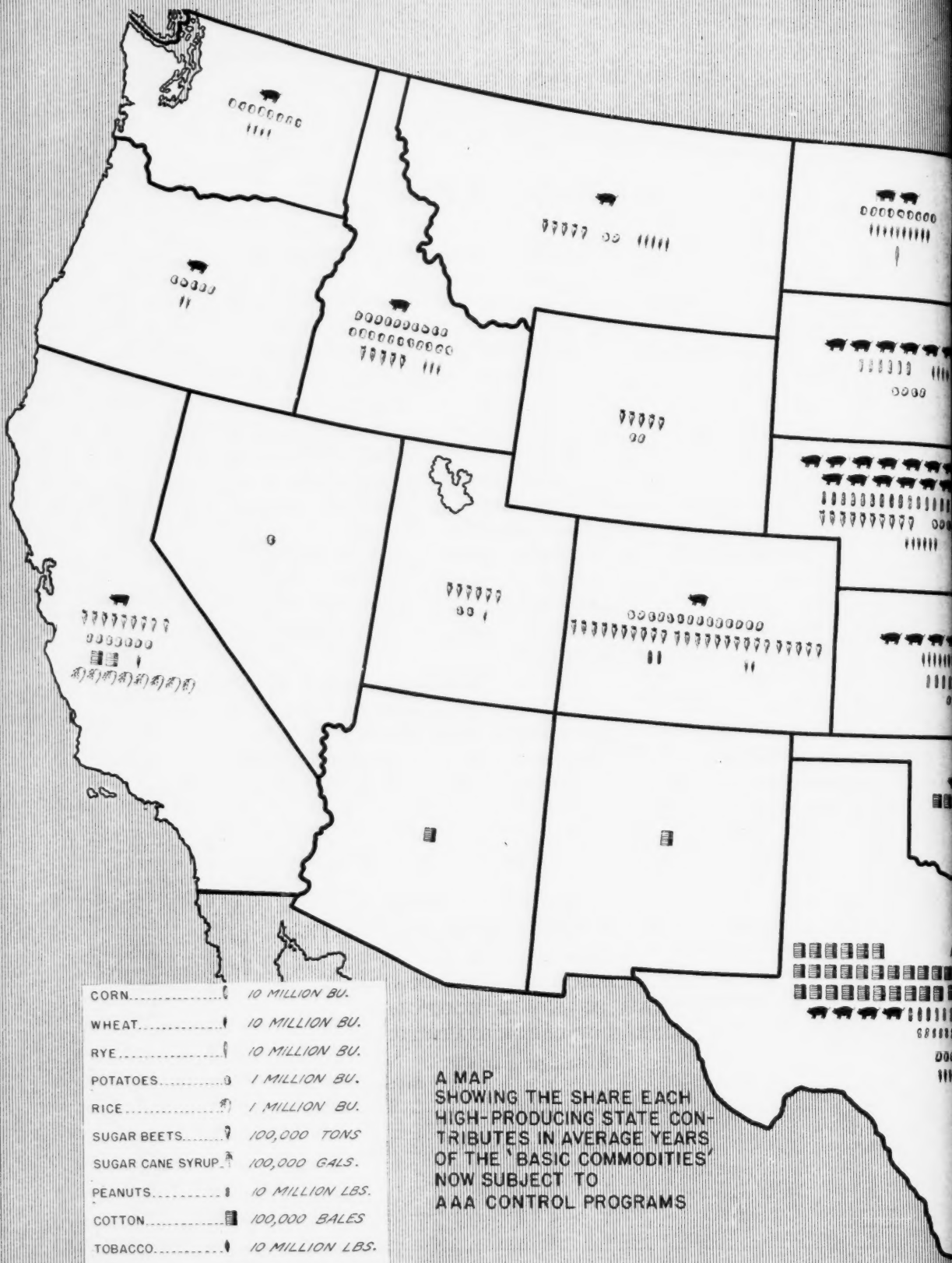
Issued by the CONSUMERS' COUNSEL of the
AGRICULTURAL ADJUSTMENT ADMINISTRATION
in cooperation with the
BUREAU OF AGRICULTURAL ECONOMICS
BUREAU OF HOME ECONOMICS
BUREAU OF LABOR STATISTICS

Washington, D. C.

Vol. 2, No. 24

September 30, 1935

U. S. GOVERNMENT PRINTING OFFICE



CORN.....	10 MILLION BU.
WHEAT.....	10 MILLION BU.
RYE.....	10 MILLION BU.
POTATOES.....	1 MILLION BU.
RICE.....	1 MILLION BU.
SUGAR BEETS.....	100,000 TONS
SUGAR CANE SYRUP.....	100,000 GALS.
PEANUTS.....	10 MILLION LBS.
COTTON.....	100,000 BALES
TOBACCO.....	10 MILLION LBS.
HOGS.....	100 MILLION LBS.

A MAP
SHOWING THE SHARE EACH
HIGH-PRODUCING STATE CON-
TRIBUTES IN AVERAGE YEARS
OF THE 'BASIC COMMODITIES'
NOW SUBJECT TO
AAA CONTROL PROGRAMS

